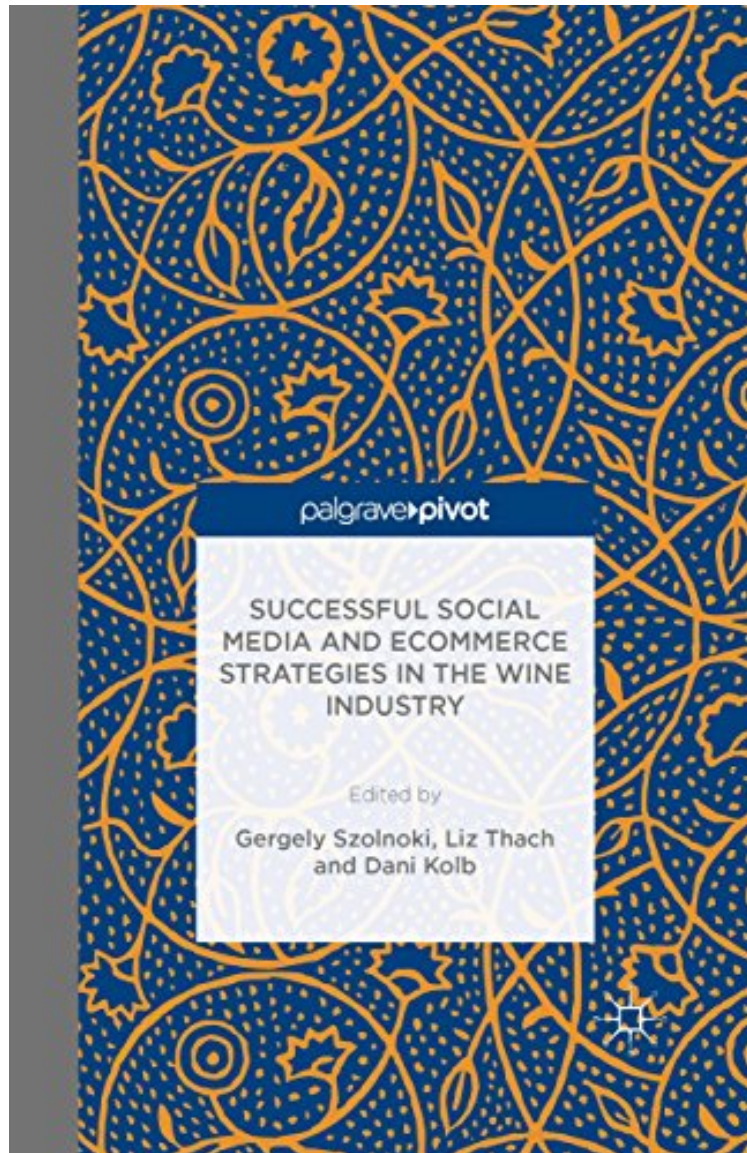


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From Palgrave Macmillan : Successful Social Media and Ecommerce Strategies in the Wine Industry before purchasing it in order to gage whether or not it would be worth my time, and all praised Successful Social Media and Ecommerce Strategies in the Wine Industry:

This book focuses on principles and practices in digital wine marketing. By providing a global overview of social media and e-commerce strategies and practices in the wine business, this book allows readers to understand how consumers and producers deal with these modern communication and selling platforms.

From the Back Cover Social media and ecommerce has an enormous impact in today's wine industry, particularly among the Internet-savvy millennial generation. This book analyzes new communication platforms used in digital wine marketing, allowing students and researchers to understand how both producers and consumers deal with these modern communication and selling platforms. Providing in-depth examples from around the world, the contributing authors explore how wineries use Facebook and other social media platforms to interact with consumers, crowdsourcing techniques to build a new wine business, cross-cultural analysis, and other tactics that give insight into the world of digital wine marketing.

About the Author Gergely Szolnoki is a Senior Research Associate at Geisenheim University, Germany, where he researches consumer behavior, market analysis, wine sensory, and social media. He has published several articles and books in German, English and Hungarian.

Liz Thach is Distinguished Professor of Wine and Professor of Management at Sonoma State University, USA. She also works as a wine judge and serves on several non-profit wine boards.

Dani Kolb is a manager at Kellen Global Association Management Company, where she is responsible for the communication activities of associations from various industries and professions. She has an MBA in Wine and Spirits from the Bordeaux Management School, France.