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# WINE MARKETING ONLINE HOW TO USE THE NEWEST TOOLS OF MARKETING TO BOOST PROFITS AND BUILD BRANDS

**WINE  
MARKETING  
ONLINE** How to use  
the newest tools  
of marketing  
to boost profits  
and build brands



Wine Appreciation Guild. Paperback. Condition: New. 400 pages. Dimensions: 9.1in. x 6.0in. x 1.2in. If it seems like small wine businesses are getting crowded out of a vibrant US wine market by retail chains, entrenched distributors, and established brands, there s good news for the little guy. There s a reason why these massive companies spend a fortune acting small. In the new, wired realm of marketing and customer relations, the qualities that make small businesses distinctive, like personalized service, deep...

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- Authored by Bruce McGechan
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