



Spinning the Bottle

Harvey Posert, Paul Franson

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SPINNING THE BOTTLE is a collection of case studies and guidelines to promoting wine, wine companies and wine-related issues. In it, 50 experts tell how they conducted winning public relations campaigns and what they accomplished. The experts who contributed include long-time wine publicists and marketing experts as well as association officials.

The book is must reading for anyone involved in managing a winery or marketing wine. It's as relevant to the student of wine and marketing as to the seasoned executive or winery owner, and a great source of ideas to even the most weathered PR professional.



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