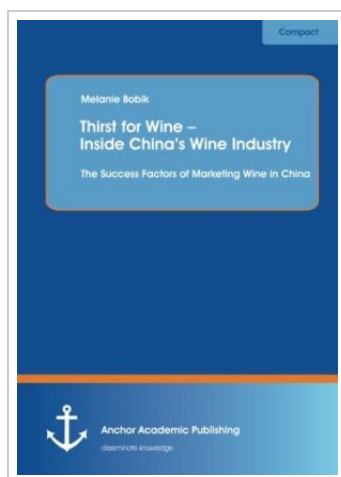




Thirst for Wine - Inside China's Wine Industry: The Success Factors of Marketing Wine in China

By Melanie Bobik

Anchor Academic Publishing Apr 2014, 2014. Taschenbuch. Condition: Neu. Neuware - China is turning into one of the world's largest, most lucrative food and beverage markets. Especially wine is in demand and has become fashionable as a symbol of social status. This trend is very likely to continue as wine consumption is closely related to income and China's emerging middle class offers tremendous potential. The market's healthy value growth will further encourage newcomers from outside China. But how can a market entrance be successfully managed and what are the main challenges when bringing wine to China This book is an insiders' guide to efficiently planning a market entry by taking a thorough look at the wine market of China. It surveys the typical behavior of the Chinese wine consumer and examines the relevant factors for a successful market entry. Distribution channels (off- and online), pricing models and marketing activities are scrutinized. Further, the reader gets insights into the challenges of this dynamic market, such as fierce domestic and foreign competition, policies and regulations as well as entry barriers. The thirst for wine prevails, and this book will leverage your momentum. 64 pp. Englisch.



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