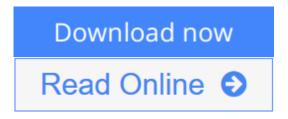
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Sales and Service for the Wine Professional

By Brian K. Julyan



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In the new edition of Sales and Service for the Wine Professional Brian Julyan provides a comprehensible and in-depth coverage of the wine industry and continues to promote the highest standards of wine service and product knowledge. The text contains fully revised and up-to-date chapters to reflect the changing nature of the wine industry: an expanded chapter on viniculture and vinification, an updated and expanded chapter on the wines of the New World' and a new chapter on country-specific changes in legislation and licensing law. The new edition is a valuable resource for sommeliers, hospitality managers, food and beverage managers, trainers and students as it incorporates both practical and theoretical aspects of the wine professional.

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Sales and Service for the Wine Professional By Brian K. Julyan Bibliography

- Sales Rank: #161401 in Books
- Published on: 2008-04-01
- Original language: English
- Number of items: 1
- Dimensions: .71" h x 7.44" w x 9.38" l, 1.10 pounds
- Binding: Paperback
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