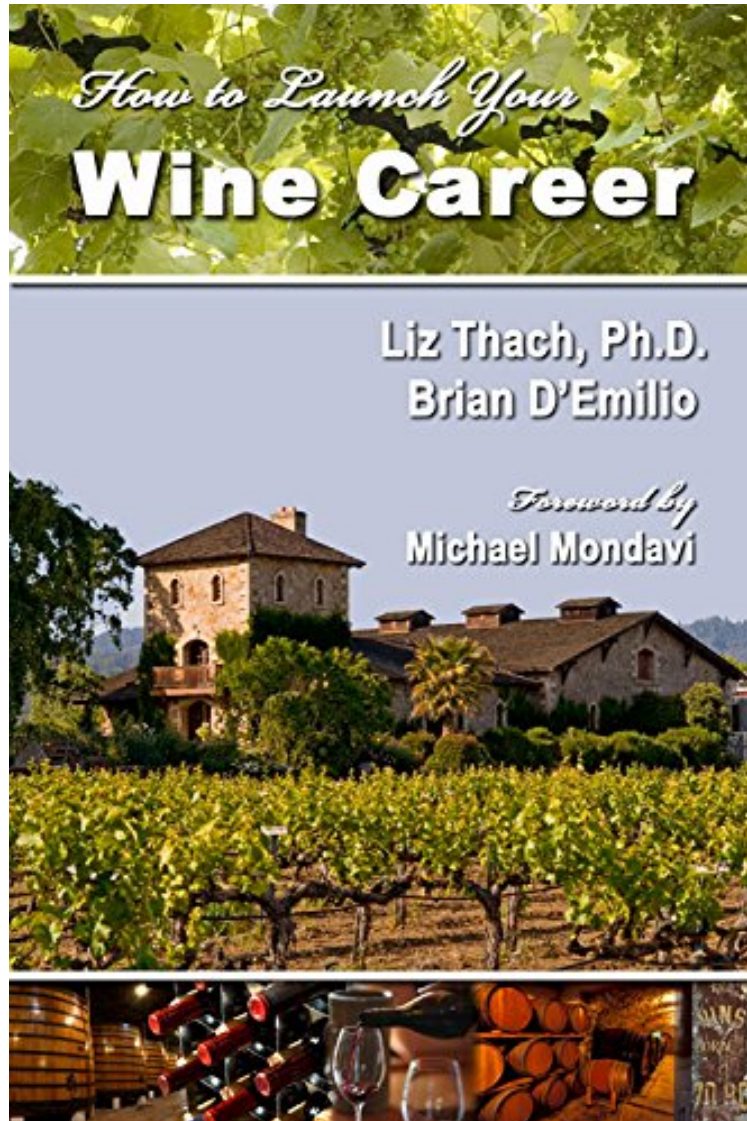


(Free) How to Launch Your Wine Career

How to Launch Your Wine Career

Liz Thach PhD, Brian D'Emilio
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Liz Thach PhD, Brian D'Emilio : How to Launch Your Wine Career before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Launch Your Wine Career:

0 of 0 people found the following review helpful. Valuable reference for those considering a move into the wine industryBy John K. GayleyThis is foundational, well organized, and full of very useful information. Its also highly readable. The format is consistent throughout: description of different aspects of the wine industry, related jobs and job hierarchies (including decently-granular job descriptions), qualifications for each step in the career ladder, tips on

getting started and strategies for job-hunting, commentaries from established individuals in those roles (based on interviews), and lists of great references, publications and further material for reading. The last chapter gets the reader a start on building an action plan for breaking into the industry. Plenty of good background material here. If you're thinking about a career move into the industry, this book, or one like it, is a must (no pun intended). The authors provide a lot of good advice, and while they're both clearly enthusiastic about the industry, its appeal and its prospects, they're also appropriately candid in laying out some things that starry-eyed, prospective entrants ought to be considering before they quit their day (or night) jobs. Obviously the industry, like all others, continues to evolve. If the authors started out in early 2017 writing a similar book, some of the details on specific opportunities might differ from what they have here, but the character and basics of the industry in the U.S. probably haven't changed dramatically since this was pushed 8 years ago. Recommended 0 of 0 people found the following review helpful. Great intro to a career in wine. By Customer. The book offered a strong overview of what working in the wine industry entails, along with how to seek career opportunities. Would be interesting to determine if this book should be refreshed periodically to stay a tune to the times. 1 of 1 people found the following review helpful. Realistic info for those looking to break into the wine industry. By Sean K. Whether you are looking to break into the business or would like some recommendations around advancement, this is a nice practical guide to various wine careers. I am currently involved in another industry and have been studying wine over the past year. Some of the ideas in this book will help me develop an action plan going forward. The suggestions are also realistic and blueprint each step in the ladder according to your particular interest. A nice addition to the library.

Written by successful and respected industry professionals, *How to Launch Your Wine Career* gives practical, real-world advice on how to land, develop, and succeed in a career in wine making and production, vineyard management, marketing and sales, public relations, writing, education, winery management and administration, direct-to-consumer sales, and more. Featuring interviews with some of wine's most prominent figures—including winemaker Heidi Barrett and wine writer James Laube of *Wine Spectator*; the book builds a career from the ground up, explaining job descriptions, educational and skill requirements, the career ladder, how to get started, and job hunting strategies. Each chapter ends with a helpful resource guide of available conferences, books, and websites. The appendix provides a detailed action plan worksheet to help the prospective applicant plan, plot progress, and nail that killer wine industry job.

How to Launch Your Wine Career, by Lia Thach and Brian D Emilio, did not, as I started to read, engage me. My interest in, liking of, and knowledge about wine center around the stuff in the bottle, and how it got that way. I am also repelled by too-cute adjectival modifiers I quickly encountered: the ilk of wickedly cool and awesome -teeny bopper talk. But as I got into the book, I realized it was written by and for grown-ups, and that it had been done well. Thach, now on the faculty of Sonoma State University in its Wine Business Center, had had experience in business and in wine writing and education. D Emilio, now working in human resources for Foster's Wine Estates Americas, has similar experience in and out of the wine trade, including a spell with the Clorox Company (which amuses me for some reason). Both are wine-aware and enamored. The book reads easily and is very well organized. It realistically considers every detail and alerts the reader to pitfalls. It includes useful and interesting vignettes describing the lives of wine careerists in various roles. It is weighted toward California, and exclusively American in its purview. It is graced by a good index and by amusing cartoons by Doug Pike. --Harvey Finkle, *New England Wine Journal*

About the Author: Liz Thach, PhD, is a management and wine business professor at Sonoma State University in the Wine Business Institute where she teaches undergraduate and wine MBA programs. She is an award-winning author who has published more than 100 articles and five wine textbooks, including *Wine: A Global Business and Wine Marketing Sales* and she obtained the distinction of Master of Wine in 2011. Brian D Emilio is the director of sales capability at Treasury Wine Estates. Michael Mondavi is a winemaker and the son of Robert Mondavi.