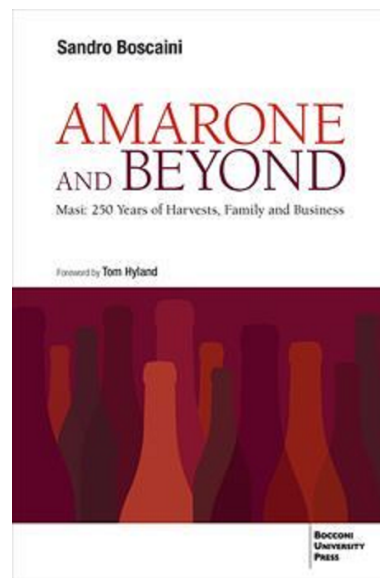


AMARONE AND BEYOND

Prezzo: **Regular Price**
20,00 € **Special Price**
19,00 €



Codice	9791280623010
Tipologia	Libri
Data pubblicazione	22 dic 2022
Reparto	Economia, LIBRI
Autore	Boscaini Sandro
Editore	Egea

Descrizione

Sandro Boscaini represents the sixth generation of a dynasty deeply rooted in the Valpolicella that has turned its love of the land and passion for Amarone, the legendary wine produced there, into the driving force behind a company and a brand that have acquired worldwide standing. This is his account of a family enterprise dating back to 1772, the year of the first harvest. It is a tale that covers two and a half centuries of winemaking tradition and innovation, told against the backdrop of historical events and interwoven with personal anecdotes and intriguing narrative regarding the family, its alliances, vineyards, cellars and vision for the future. While the first part is largely chronological, the second focuses more on management and company organization, describing how and why particular business strategies came into being. As the title of the book suggests, Masi is more than Amarone: it represents an enlightening case history of Made in Italy at its very best.

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