

FREE READ HUMAN RESOURCE MANAGEMENT 2020 GAINING A COMPETITIVE ADVANTAGE 8TH EDITION NOE NEW BOOK 100 COPY

A MUST READ FOR ANY WINE GRAPE GROWER OR WINEMAKER WHO HAS EVER WRESTLED WITH THE MOST IMPORTANT MYTHS OF WINEGROWING OR DEBATED THEM WITH COLLEAGUES AND THAT WOULD BE ALL OF US IT IS ALSO A GREAT READ FOR ANY WINE CONSUMER INTERESTED IN LOOKING AT THE MAN BEHIND THE CURTAIN SO TO SPEAK THE MYTHS PROMOTED BY WINE WRITERS TASTING ROOM STAFF SOMMELIERS AND OTHER WINE GATEKEEPERS WINES VINES A METICULOUSLY RESEARCHED VOLUME THAT EVERY SERIOUS SOMMELIER SHOULD READ IF ONLY TO DISAGREE THE SOMM JOURNAL WINE IS A TRADITIONAL PRODUCT WITH TRADITIONAL EXPLANATIONS OF ROMANTICIZED OLD WORLD NOTIONS OF HOW TO CREATE FINE WINE HAVE BEEN PASSED DOWN THROUGH GENERATIONS AND CONTINUE TO DOMINATE POPULAR DISCUSSIONS OF WINE QUALITY HOWEVER MANY OF THESE BELIEFS PREDATE SCIENCE AND REMAIN ISOLATED FROM ADVANCES IN THE UNDERSTANDING OF HOW CROPS GROW AND FRUIT RIPENS ALLEGIANCE TO THEM HAS FREQUENTLY IMPEDED OPEN MINDED INVESTIGATION INTO HOW GRAPEVINES INTERACT WITH THE ENVIRONMENT THUS LIMITING INNOVATION IN WINEGROWING IN TERROIR AND OTHER MYTHS OF WINEGROWING MARK A MATTHEWS APPLIES A SCIENTIST S SKEPTICISM AND SCRUTINY TO EXAMINE WIDELY HELD BELIEFS ABOUT VITICULTURE IS TERROIR PRIMARILY A MARKETING PLOY THAT OBSCURES UNDERSTANDING OF WHICH ENVIRONMENTS REALLY PRODUCE THE BEST WINE IS REDUCING YIELD AN IMPERATIVE FOR HIGH QUALITY GRAPES AND WINE WHAT DOES IT MEAN TO HAVE VINES THAT ARE BALANCED OR GRAPES THAT ARE PHYSIOLOGICALLY MATURE MATTHEWS EXPLORES AND DISSECTS THESE AND OTHER QUESTIONS TO DEBUNK THE MYTHS OF WINEGROWING THAT MAY BE HOLDING US BACK FROM ACHIEVING A HIGHER WINE QUALITY

TERROIR AND OTHER MYTHS OF WINEGROWING

2016-03-15

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