The book covers the fundamental issues of wine marketing, both practical and theoretical. The information is still relevant, and I am using this book to prepare for certain questions for PAPER 4 in the Masters of Wine Programme. "Wines and Spirits: Understanding Style and Quality". Wine & Spirit Education Trust. This is a helpful guide for wine students and all those wishing to deepen their knowledge in this area. It covers the basic viticulture and winemaking issues clearly and systematically. The approach to wine tasting is described well. There are detailed descriptions of all the important The wine spectrum: An approach towards objective definition of wine quality [Somers, Chris] on Amazon.com. *FREE* shipping on qualifying offers. The wine spectrum: An approach towards objective definition of wine quality. His hypothesis is that red wine quality can be objectively measured, based on his lifetime of research into wine phenolics in Australia. If you want to make great wine, you need to read this easily understood and impressive book. Read more. One person found this helpful. Quality wines cost more to make than non-quality wines; the growing and winemaking methods are more expensive and thus you won't find a quality wine at a very low price. However a bad, but greedy, producer may charge more than his wine is truly worth. Often a bottle of wine will be bought and sold many times, pushing its price higher and higher. Then there are the astonishingly good wines made in tiny quantities each year, from the outset these wines are rare and of course costly. There is really no difference between a rare quality wine and a limited edition luxury car, both are desirable commodities and if they are your passion you will be prepared to pay for their rarity and exclusivity and believe they are worth the price paid. The structure of this book. Some qualifications and definitions. Bibliographical note. 2 The history of wine. This book analyses the motivation and perspectives of both those who make and those who drink wine. It uses insights from anthropology, sociology and psychology to deconstruct the meaning wine offers, especially its symbolic function, and in doing that it may appear to be cold and objective about the product itself. But wine offers great pleasure, excitement and fun; it stimulates, consoles and thrills, and in the academic dissection of its place in society this should never be forgotten. Napa Valley CABERNET SAUVIGNON Wine has been with us since the beginning of civilization. It is the temperate, civilized, sacred, romantic, mealtime beverage recommended in the Bible.