

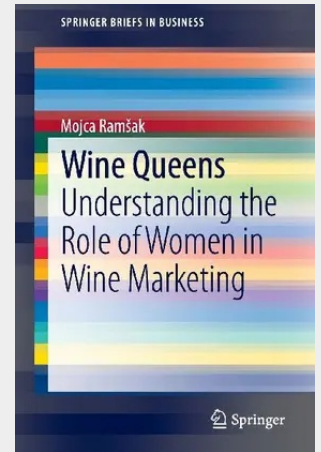
Ramšak

Wine Queens

Understanding the Role of Women in Wine Marketing

This book explores a fairly unique wine marketing topic by examining the role and historic function of Wine Queens and Wine Kings. The author charts the history of Wine Queens in Europe, the Americas and Asia, while also focusing on cases from Slovenia. The difference between Wine Queens and Beauty Queens is also described in light of marketing approaches used in the wine industry. The book concludes with a thoughtful chapter on the role of objectification of women in profit seeking.

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