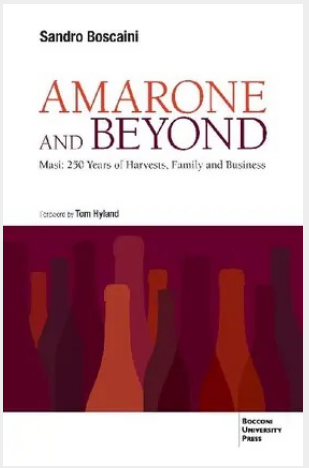
Egea Spa - Bocconi University Press

Amarone and Beyond

Masi: 250 Years of Harvests, Family and Business



As the sixth generation of a dynasty that has turned the love for its roots, in the land of Valpolicella, into the driving force behind a business and a brand that have conquered the world, Sandro Boscaini traces here the history of the family business from the first harvest to the present day. A fascinating and lively 250 years-long tale, in which the tides of history intertwine with those of the family. Entrepreneurial choices unfold between respect for tradition and innovation of processes and products, leaving room for personal anecdotes and technical curiosities, first-hand accounts and literary sources. Placing the family's events in the general context - of national or local scope - is of utmost importance to understand from a broader perspective the territory and its culture, the vineyard and the winemaking profession, passion and entrepreneurship, business culture and sustainability. The volume is accompanied by color photographs and illustrations.

Discover the Legacy of Amarone and a Pioneering Italian Wine FamilyDelve into the captivating history of Masi Agricola, a dynasty deeply entwined with the Valpolicella region and its legendary Amarone wine. Sandro Boscaini, a sixth-generation leader, recounts the remarkable journey of his family's enterprise, tracing back to 1772. This enlightening case study reveals how passion, innovation, and strategic vision transformed a local vineyard into a globally recognized brand.Explore two and a half centuries of winemaking tradition, interwoven with historical events, personal anecdotes, and intriguing narratives about family alliances, vineyards, and cellars. Gain insights into the management and organizational strategies that propelled Masi to worldwide standing. More than just a wine story, this is an inspiring tale of Italian enterprise at its finest, offering valuable lessons for business and wine enthusiasts alike.- Uncover the secrets behind Amarone's unique production.- Learn about sustainable practices in winemaking.- Understand the importance of family tradition in business.

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