



Business *unusual*

CREATIVITY AND INNOVATION IN GREEK WINEMAKING INDUSTRY



I finally remembered—red with hunter, white with fisherman.

ALBA 2011

ALBA
LIBRARY

SUBMITTED BY: ARISTEIDIS PARASKEVOPOULOS

INSTRUCTOR: Dr. BABIS MAINEMELIS

TABLE OF CONTENTS

1.	ABSTRACT	5
2.	INTRODUCTION	6
3.	SHORT HISTORY:	14
4.	IMPORTANCE OF WINE THROUGH CENTURIES AND CULTURES	17
5.	WAYS OF PRODUCTION; FROM ANCIENT TIMES TO NOW	19
6.	WINE MARKET NOW AND THE WAY TO THE FUTURE	23
7.	GREEK WINE INDUSTRY	28
8.	CHALLENGES THAT THE GREEK WINE INDUSTRY FACES	32
9.	THE OPINION OF THE SPECIALISTS AND SUGGESTIONS	35
10.	FINAL ASSUMPTIONS - SUGGESTIONS	44
11.	CONCLUSION	47
12.	BIBLIOGRAPHY	48