

Harvests Of Joy: How The Good Life Became Great Business - Robert Mondavi

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In 1965, after a notorious family feud, Robert Mondavi-then fifty-two years old-was thrown out of his family's winery. Far from defeated, Mondavi was dedicated to a vision of creating a superior wine. What has happened since that fateful day is one of the greatest success stories of American business. Today, the Robert Mondavi Winery is one of the most respected in the world, and Mondavi is the man who is most responsible for the worldwide recognition of American wine making, as well as changing America's palate for fine wine and fine food. In Harvests of Joy, Mondavi shares how, through his passion for excellence, he achieved this extraordinary position, one he reached not without pain and sacrifice. With invaluable insider tips on his approach to both wine making and to running a business, Mondavi's inspirational story is "a grand example of the fact that in America you can pretty much be, do, or accomplish, whatever you set out to." (Ventura County Star)Author: Mondavi, Robert Publisher: Houghton Mifflin Harcourt Illustration: N Language: ENG Title: Harvests of Joy: How the Good Life Became Great Business Pages: 00376 (Encrypted EPUB) On Sale: 1999-10-07 SKU-13/ISBN: 9780156010566 Category: Biography & Autobiography : General Category: Business & Economics : Corporate & Business History - Genera Category: Cooking : Beverages - Wine & Spirits

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