



The Science and Commerce of Whisky: RSC

Ian Buxton, Paul S Hughes

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Worldwide - whisky has never been in better shape. Despite the recession, new distillation capacity is being added at a record pace and new consumers in new markets are entering the arena. Distillers are experimenting with new finishes, packaging and marketing techniques and amongst consumers there is a hunger for knowledge and informed commentary. The Science and Commerce of Whisky is written by two acknowledged authorities in the area and fills a significant gap in the literature. It will provide a uniquely authoritative overview of a developing and dynamic sector reflecting best current practice and combine this with a historical perspective, production expertise and insightful, expert market and marketing commentary. The style is readable and accessible and will appeal to undergraduates on appropriate degree courses, industry and craft practitioners and the many whisky enthusiasts around the world.



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