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Juan Ferrer, Emiliano Villanueva The purpose of this paper is to describe, analyse and compare business models (BM) developed and used by wineries in two very different wine regions, one from New... The International Journal of Wine Business Research (IJWBR) is the official sales page of the Academy of Wine Business Research. AWBR supports the magazine through a significant number of AWBR members serving on the editorial advisory board and editorial board for review. The purpose of the IJWBR is to provide a forum for publishing the right time, rigorous, technically sound and scientific-research manuscripts that focus on all business aspects of the wine industry (accounting, finance, human resources management, international business, management, MIS, marketing, strategy, etc.). The IJWBR aims to disseminate new knowledge that bridges the scientific and professional communities. It's unique that he's the only vehicle that publishes the latest research in wine business. 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