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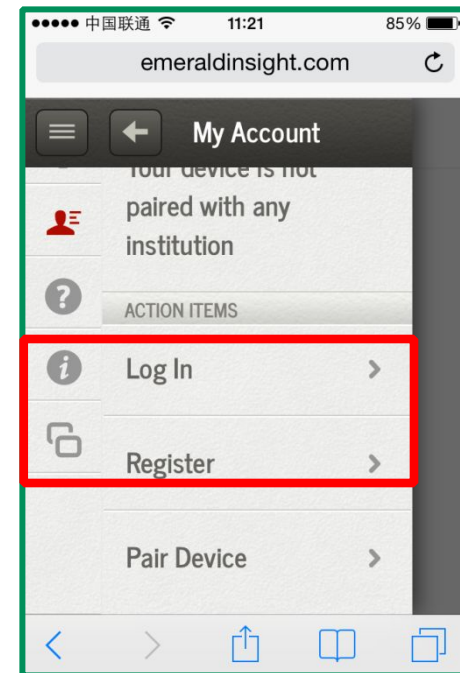
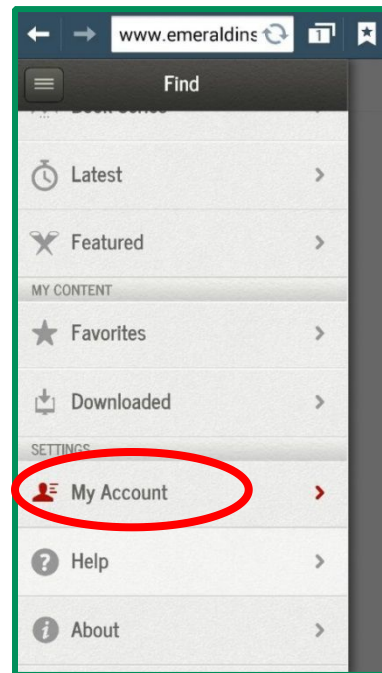
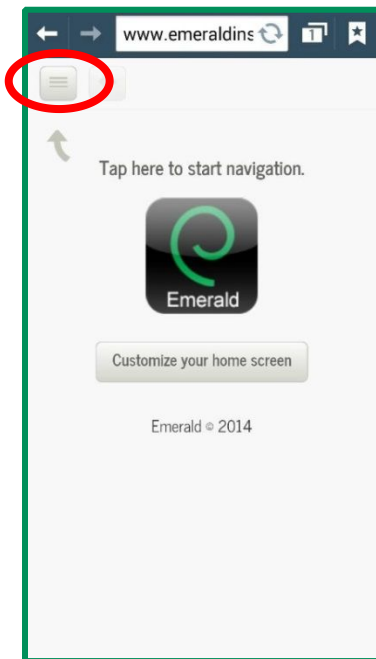
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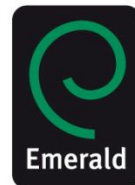
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Family heritage

Many wine marketing campaigns try and establish links with the past to highlight longevity (Peterson, 2005). This is because wine sales can actually increase by showcasing heritage and a greater enjoyment of the wine through association. However, there is no set definition of heritage therefore is up to the consumers' interpretation of the overall product (Stuart, 2012). Howard Urde *et al.* (2007) point out that heritage can be an identity and does not necessarily have to be an association with a legacy such as a family name. It is therefore reasonable to expect family association with the product. This has been successfully done for centuries in Old

Coccosis and Nijkamp (1995) suggest that family heritage linkage should not be limited to the world including New World countries. New World wine countries may not have been European and Middle Eastern competitors however many New World vineyards have also been in Old World. New World wineries may also reveal a long association with the wine industry dating back to the 19th century. Increases in heritage linkage through association with wine. Howard (2003, p. 6) suggests that heritage inheritance which means "legacy". It could be argued by simply being a relative or ancestor

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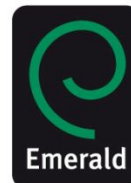
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Emerald Literati Network Editing Service

Contact subject-specialist editors to improve your paper ...

The Emerald Literati Network Editing Service allows authors to contact experienced copy editors to help improve the standard of English in a paper before it is submitted to a journal for consideration.

Emerald is keen to recognize excellence in research and thinking wherever it originates. We wish to avoid these papers being rejected because of the written English, particularly if the author does not have English as a first language.

The editors listed below have been selected by Emerald for the high standards of their work. They are all experienced in either the business and management or scientific and technical fields. Please click on the subject area (on the left) to view the editors in a particular field. Some of their additional specialities are also listed below. Please click on a name to read the editor's profile.

Before contacting one of the editors, please read these important notes.

Subject Areas

- Accounting, Finance & Economics
- Business, Management & Strategy
- Education
- Engineering, Science & Mathematics
- Health & Social Care
- HR, Learning & Organization Studies
- Information & Knowledge Management
- Law
- Marketing
- Operations, Logistics & Quality
- Property Management & Built Environment
- Public Policy & Environmental Management
- Social Science & Humanities
- Tourism & Hospitality Management

Accounting, Finance & Economics



Jenny Darby

Based in Leeds, UK

Specialities: history

Jenny Darby

Options: Print view

Editor profile

Jenny Darby
BA



Leeds
UK

E-mail: jennykdarby@hotmail.com



Dr. Brian Bloch

Based in Münster, Germany

Specialities: marketing

Also: most business



Clay Lord

Based in Oregon, USA

Specialities: marketing, humanities



Nanci A. Healy

I am a professional copy-editor and proofreader with over eight years' experience in editing academic language and literature in 2006 and have worked for an international publisher for over four years, producing corporate and academic article abstracts and reviews from the world's top 300 management public undergraduate and postgraduate Oxbridge dissertations and MPhil theses across history, politics,

Key skills and competencies:

- Skilled in adapting written material to target specific author/editor communities from both corporate and academic sources
- Ensuring material is concise, grammatically correct and adheres to in-house publication style
- Proficient in Harvard, APA and MHRM referencing styles
- Ability to work under pressure and meet deadlines whilst maintaining a high standard of content
- Excellent attention to detail and advanced knowledge of English language and grammar

translation from German to English

in, public policy, arts and



For Librarians—图书馆员专栏

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Home > For Librarians

For Librarians
 Comprehensive solutions to the issues facing library and information professionals



Emerald for Librarians is designed specifically for the library and information science (LIS) community to improve information services and better serve library users.

Become a member now, just follow the link from the site home page and fill out the registration form to receive full access to our librarian resources. It's free!

Emerald for Librarians resources emphasize the key role that information professionals can play in encouraging learners at all levels within their institutions by providing the following features:

Managing your Library **图书馆管理**



Today's librarian has to be a fully rounded manager. Emerald for Librarians draws on the best current management thinking and research, and presents it in such a way that busy librarians can easily adapt it to their needs.

Information Management Resources **信息管理资源**



Keep up with the latest technical developments in library and information management. Our information management resources include interviews and viewpoints plus Features of the Month.

Writing for LIS Journals **如何发表图情学文章**



Offering unmatched rights and support for authors, Emerald aims to be the publisher of choice for LIS professionals looking to publish their work. Use this section to choose which journal you submit your paper and for handy tips on writing and getting published.

Library Events **业界大事件**



With information on all the latest international events, our library events section will let you pinpoint the right event for you! Find out which conferences Emerald staff, editors and advisers will be attending, or add an event of your own.

Marketing your Library **图书馆推广**



Everyone recognizes the importance of maximizing the use of the library's resources and justifying the role that the library plays in the university. This section presents key articles on marketing your library's services.

Features of the Month **本月推荐**



Are you looking to improve your daily information services activities or personal professional growth? Then visit our LIS features of the month section for the latest event and book reviews, noteworthy product information and more!

Support Resources **资源列表、MARC数据等支持内容**



Comprehensive support resources to help you and your users make the best use of Emerald's website facilities. Designed to provide information and guidance, our support section also gives you access to value added services and promotional materials including MARC records.



Research Zone—学者园地

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Research Zone

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Research Zone


Resources for a worldwide research community



Emerald's Research Zone is designed to provide advice and support on how to keep up to date with the latest research and developments.

Use the Research Zone to find information on designing a research study, designing a survey, finding a research collaborator and much more. You can also access the most comprehensive collection of links to international management conferences available for researchers today.


Research Awards **研究基金项目**

 Emerald actively promotes and rewards research in management and LIS. As well as funding for research projects, Emerald also bestows awards for doctoral research and case study research.

Winning Research Funding **申请基金指南**

 This six-part adaptation on winning research funding is presented as part of Emerald's continuous relationship with academic researchers and writers around the world.

"How to..." Guides **项目管理、研究方法指南**

 "How to..." guides for researchers – practical tips and guidance on how to design, develop and present your research.

Research Connections **国际同行联系平台**

 Research Connections is an online meeting place providing the opportunity for researchers to contact like-minded professionals and showcase their work.

Conference Central **国际会议信息**

 Conference Central – selected events from around the globe – a comprehensive collection of links to international conferences and events in management, library and information science, and engineering. Use it to find out which conferences Emerald staff, editors and advisers will be attending and pinpoint the right event for you.

研究基金项目



Emerald Research Awards

Supporting researchers through the Emerald awards programme



Apply for an Emerald award for the opportunity to receive international recognition and a cash prize

Emerald is proud to sponsor many research funding initiatives throughout the world.

- Case Competitions
- Emerald/EFMD Outstanding Doctoral Research Awards
- Emerald/HETL Education Outstanding Doctoral Research Awards
- Emerald Engineering Outstanding Doctoral Research Awards
- Research Fund Awards
- 2012/2013 Emerald/EMRBI Business Research Award for Emerging Researchers

Emerald/EFMD Outstanding Doctoral Research Awards

Emerald and the European Foundation for Management Development (EFMD) – a global membership organization with more than 700 institutional members from academia, business and public services – celebrate excellence in research by sponsoring these prestigious international annual awards.

- 2014 Outstanding Doctoral Research Awards - **apply now (deadline 1 October 2014)**
- Archive of previous winners



Emerald/HETL Education Outstanding Doctoral Research Awards

Emerald Group Publishing and the International Higher Education Teaching and Learning Association (HETL) are delighted to offer a grant award for a doctoral research project in the field of education. The award recognizes excellence in research in the field of education.

- **Apply now (deadline 1 August)**



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Emerald Research Connections

Join a worldwide research community



Do you want to get to know researchers in your field from all over the world?

Do you need to find collaborative research partners?

Would you like to showcase your work and have like-minded professionals contact you?

Emerald Research Connections is an online meeting place for the academic and corporate research communities, providing the opportunity for researchers to present their own work and interests, and find others to participate in future projects or simply share ideas.

Create Your Profile

Promote your research and experience, develop your career and allow others to contact you.

[Create your Profile](#)

Search Research Connections

Finding like-minded research professionals is now easier than ever.

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- If you would like to know more about the benefits of creating your profile on Emerald Research Connections, please view our [Research Connections benefits page](#).
- Do you still have any unanswered questions regarding Emerald Research Connections? If so, see our [FAQ](#) and [contacts page](#).

国际会议信息



Home > Research Zone > Conference Central

Conference Central

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If you would like to promote your conferences and events with us feel free to **add an event** to our moderated list. In addition, you can also list call for papers for forthcoming events or your conference proceedings.

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Conference 29th Dec 2014 to 31st Dec 2014
2014 Hong Kong International Conference on Engineering and Applied Science - HKICEAS 2014
Location: Regal Airport Hotel, Hong Kong

Conference 20th Oct 2014 to 22nd Oct 2014

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Learning Zone—学习园地

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Learning Zone
Resources for those studying MBAs, degrees, executive courses and business-related subjects



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Emerald's Learning Zone includes a selection of useful resources to complement learners at all levels.

Study skills assist students in developing the skills they need to succeed in higher education. Management thinking and management skills are dedicated sections for working managers and those studying management.

Our literature reviews collection provides a fully searchable and browsable, dynamic and ever-growing collection of reviews.

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- For Librarians
- For Engineers
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- Learning Zone
- Management Skills

Management Skills **管理技巧**



Handy introductions for students or essential management skills for developing managers. Guides in this section include communication and time management plus many more.

Management Thinking **管理学大师访谈录**



Short, distilled summaries of the latest Management Thinking articles plus interviews with those who shape business today. Use these resources to enhance your management knowledge.

Study Skills and Student Life **学习技巧**



Articles and guides designed specifically to help students develop the key skills they need to succeed in higher education. Learn about writing dissertations, note taking and much more.

Literature Reviews Collection **学术评论集**



Valuable literature reviews gathered together in a quick and convenient place for researchers to find a starting point for their next piece of work or to identify gaps in the current literature.

Emerald Research Digests



Research Digests take the best research papers on strategy, human resource management and learning and distil them into handy, 1,500-word summaries for easier understanding and more immediate impact in practice and in the classroom.

Teaching Zone—教学园地

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Teaching Zone

Resources for teaching faculty and students in business and management



Emerald's Teaching Zone is designed to provide support and ideas for faculty involved in teaching business and management.

Teaching insights offer helpful and usable information to anyone in a teaching role who feels they would benefit from a little extra insight into the performance of that role. Case studies are ideal to use as examples of business issues and are updated regularly. Also included are in-depth reviews of management books and interviews which form an interesting and lively snapshot of the people who shape the business and academic fields. Emerald also supports the Global Foundation for Management Education (GFME). For more information, visit the [GFME website](#).

Teaching Zone resources are available to Emerald subscribers. Simply select the "login" bar above the left-hand menu at the top of the page and use your current name and password to access.

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Teaching Insights

Teaching Insights



Teaching insights into writing and running courses, schemes of work for existing courses, and tips on conducting lectures and tutorials.

Issues in Education



What's new in education? What are the current hot topics and who is adopting them? Visit our Issues in education section to keep up to date with the latest developments.

Book Reviews Collection **管理学书评**



Reliable, in-depth book reviews in the management field. Written by academics for students, teachers and researchers.

Case Studies Collection **案例集**

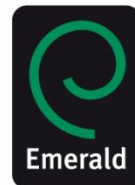


Suitable for learning and teaching, an assortment of case studies that are ideal to use as illustrations of business and management issues.

Interviews Collection **名人访谈录**



Interviews with leading figures – lively conversations with people who shape the business and academic fields.



Multimedia Zone——多媒体园地

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Audio and video content from Emerald



Featured video: Online social networks and learning

Published in *On the Horizon*, this viewpoint essay seeks to argue that young people's online social networking can serve as sites for and supports for student learning in ways not currently assessed.

This work presents concrete examples of how social network sites, typically seen as a distraction, might be re-envisioned as supports for revised student learning outcomes.



[Purchase/rent/download this article...](#)

Video Channels

01: Video Abstracts



We are delighted to present video abstracts of recently published and notable Emerald articles filmed by the articles' authors.

02: Talking Management



The Talking Management Series features insightful interviews with leading business figures and management writers.

03: Emerald Channel



This channel features short videos and seminars introducing the key benefits of Emerald products and services.

04: Writing Teaching Cases



Engaging talk split into 8 short videos, by Editor-in-Chief Dr Bachani, on preparing teaching cases for publication.

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