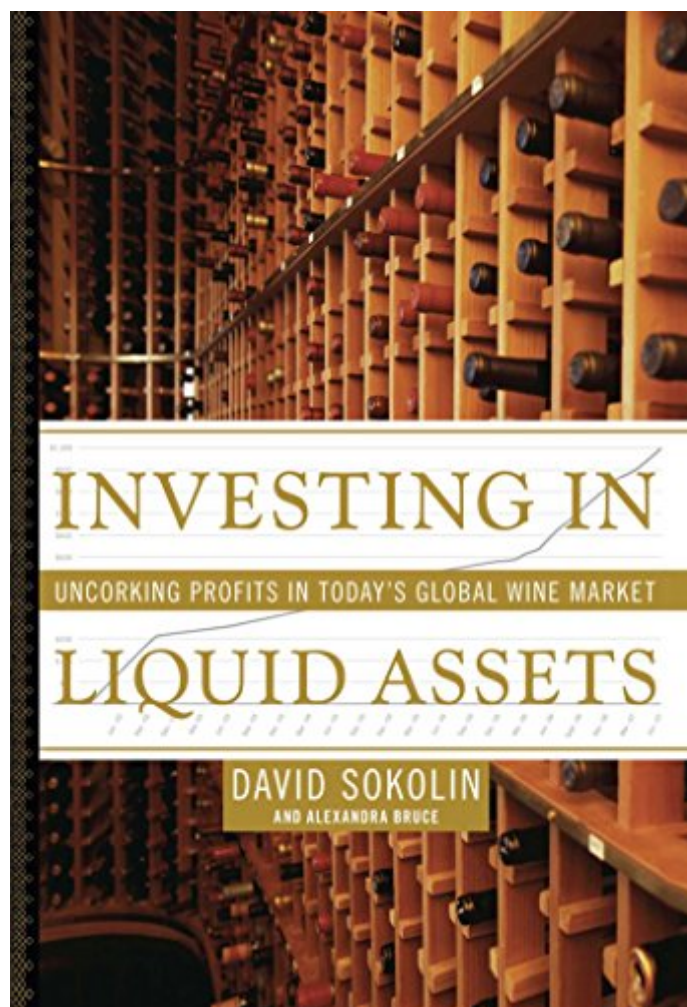


The book was found

Investing In Liquid Assets: Uncorking Profits In Today's Global Wine Market



Synopsis

Now more than ever, the value of Investment-Grade Wines (IGWs) and opportunities to invest in wine as an asset class are soaring. With a little research and a little risk, wine enthusiasts on every level will find it possible to gain big rewards in wine investment -- and there's never been a better time to try. IGWs have dependably outperformed blue chip stocks over the past 150 years, and the upscale wine market is still an area in which independent investors can profit handsomely. A third-generation wine merchant, and CEO of one of the largest rare-wine companies in the world, David Sokolin knows how to turn fine wine into cold cash. And he knows how you can, too. In simple, practical terms, *Investing in Liquid Assets* provides all the information you need to understand the economic principles that govern the world of fine wine and take advantage of the resources currently available. Using his insider's expertise, Sokolin defines Investment-Grade Wine and identifies the most financially important wine regions and styles. Defining the key players in the field, Sokolin shows you how to navigate the world of wine critics and understand the impact of their scores, and he explains why it's perfectly fine that your own personal tastes really don't matter. He offers tips on where to find reputable sources for fine wine, how to manage storage and resale, as well as all-important buying and selling strategies. In the second half of the book, he gives overviews of the world's greatest wine regions and offers his predictions about which regions and which wines are likely to represent the greatest investment opportunities in the near future. Providing information and tactics previously known only to successful professionals, *Investing in Liquid Assets* turns your passion for fine wine into a valuable resource that will pay for itself.

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Customer Reviews

Investing in Liquid Assets: Uncorking Profits in Today's Global Wine Market has been the best book that I have been able to source covering this interesting niche in investing. I thought all of the recent good press concerning fine wine investment was too good to be true and thus decided to do some proper research to find holes in the claims. Sokolin breaks down the wine investment industry methodically and explains very clearly all of the important factors that influence the price of fine wines. The book details more than merely the Bordeaux region, covering Burgundy which is uncommon in similar texts which largely ignore anywhere outside of Bordeaux when discussing the investment side of wine. The author provided all of the fine wine solutions that I was looking for in terms of what kind of returns to reasonably expect and how exactly to go about it including finding reputable sources. The wine investment strategies outlined in the "Picking Profits" chapter has served me well in my endeavors so far. A definite thumbs-up for this read - An excellent introduction to an interesting world.

A great book for the wine investor. Straightforward, clear, written from experience. Read the book and tens of thousands of hard earned dollars will find their way to fine wine and, with luck, expanded riches in both cash and delicious memories.

Dave Sokolin is the most dynamic and entrepreneurial man in the American wine trade, involved in everything from vineyards to retailing, but mostly in the business of making money from investing in wine. If you really want to know how the business of wine works, buy this book. You might make some money, too, in a commodity that is highly non-correlative with equity investments.

A book like this is long overdue. It's both authoritative and readable--a rare combination. I highly recommend it to anyone interested in investment grade wine, whether casually or professionally.

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