

2018 A Year In Beer Wall Calendar Landmark

Beer in the United States has always been bound up with race, racism, and the construction of white institutions and identities. Given the very quick rise of craft beer, as well as the myopic scholarly focus on economic and historical trends in the field, there is an urgent need to take stock of the intersectional inequalities that such realities gloss over. This unique book carves a much-needed critical and interdisciplinary path to examine and understand the racial dynamics in the craft beer industry and the popular consumption of beer.

Researching Craft Beer offers insights for aspiring and present owners of breweries, those looking to open a craft beer bar as well as other beer researchers. The volume offers a prescient assessment of historic, present, and likely future developments within the sector.

Written by a professional journalist and beer enthusiast, this guide covers the entire beer experience for the local enthusiast and traveling visitor alike, including information on brewery and beer profiles with tasting notes, must-visit brewpubs and beer bars, top annual events and festivals, city and regional pub crawl itineraries with maps. It features breweries, brewpubs, and beer bars throughout the state for those seeking the best beers Colorado has to offer—from citrusy IPAs to rich stouts.

In *Craft Brew: An American Beer Revolution*, M. B. Mooney tells the stories of more than a dozen of the best independent brewers from across the nation. For these brewers, their business is to help those new to beer find that special brew and to offer veteran beer drinkers new and exciting tastes. But more than that, they know that they are extending an invitation to join a warm community and share in a vibrant culture. Mooney explores their stories of passion and caring, history and innovation, creativity and influence, fellowship and rebellion, and, most of all, great beer. *Craft Brew: An American Beer Revolution* offers the beer enthusiast a chance to be immersed in the stories and culture of the brewing community. But if you are unlucky enough to have not yet found that beer you like, *Craft Brew* will open your eyes to possibilities and just might send you in search of that special brew that will usher you into the ranks of the converted.

Master the Art of Brewing Your Own Beer

Essentials of Business Research Methods

Glitter

Goose Island, Anheuser-Busch, and How Craft Beer Became Big Business

My Beer Year

Beer Calendar 2018

16 Month Calendar

EBOOK: Principles and Practice of Marketing, 9e

This book presents recent research in intelligent and fuzzy techniques. Emerging conditions such as pandemic, wars, natural disasters and various high technologies force people for significant changes in business and social life. The adoption of digital technologies to transform services or businesses, through replacing non-digital or manual processes with digital processes or replacing older digital technology with newer digital technologies through intelligent systems is the main scope of this book. It focuses on revealing the reflection of digital transformation in our business and social life under emerging conditions through intelligent and fuzzy systems. The latest intelligent and fuzzy methods and techniques on digital transformation are introduced by theory and applications. The intended readers are intelligent and fuzzy systems researchers, lecturers, M.Sc. and Ph.D. students studying digital transformation. Usage of ordinary fuzzy sets and their extensions, heuristics and

metaheuristics from optimization to machine learning, from quality management to risk management makes the book an excellent source for researchers. In an era of big data and data analytics, how can managers make decisions based on almost unlimited information, not to mention hiring and retaining individuals with the required data analytics skills? The new fourth edition of *Essentials of Business Research Methods* explains research methods and analytical techniques for individuals who aren't data scientists. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make relevant and timely business decisions. They include critical topics, such as the increasing role of online research, ethical issues, privacy matters, data analytics, customer relationship management, how to conduct information-gathering activities more effectively in a rapidly changing business environment, and more. This is also the only text that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive as well as much easier to understand than in other texts. A realistic continuing case used throughout the book, applied research examples, and ethical dilemma mini cases enable upper-level undergraduate and postgraduate students to see how business research information is used in the real world. This comprehensive textbook is supported by a range of online resources, including instructors' manuals, PowerPoint slides, and test banks. Fill your upcoming 2018, with 16 months of Beer weekly calendar planner. Plan out a year in advance.

A History

Proceedings of the INFUS 2021 Conference, held August 24-26, 2021. Volume 1

Good Beer Guide 2018

Culture and Economics

Kansas Beer: A Heady History

Cincinnati Beer

The Role of Institutions and Ownership

Burlington has welcomed local farms, breweries and distilleries with open arms. The Queen City fosters a unique culture around beer and farm-to-table cuisine. Daniel Standiford established the city's first brewery in 1880. Prohibition ushered in a dry era that remained for more than a century until Greg and Nancy Noonan fought the law and established Vermont Pub & Brewery in the late 1980s. Since then, breweries have popped up, from nationally recognized Magic Hat down to the city's first blendery, House of Fermentology. Authors Adam Krakowski and Jeff S. Baker II explore Burlington's sudsy history from early newspaper clippings to modern-day tastemakers, along with some delicious recipes.

Our top selling introductory accounting product *Accounting Principles* helps students succeed with its proven pedagogical framework, technical currency and an unparalleled robust suite of study and practice resources. It has been praised for its outstanding visual design, excellent writing style and clarity of presentation. The new

eighth edition provides more opportunities to use technology and new features that empower students to apply what they have learned in the classroom to the world outside the classroom.

This book addresses the highly differentiated spatial, social, cultural and demographic structure(s) of Germany, with a particular focus on the reciprocal relations between different levels of spatial development. The historical development of Germany serves as a background in order to provide context for the development of spatially relevant ideas and ideals (whether in relation to politics, landscape, or culture). In this regard, questions of divergence and convergence become highly salient. The book makes the complexity of spatial and social developments in Germany comprehensible. The neopragmatic approach adopted here allows bringing together different theoretical strands while providing a basis for independent regional geographic research at the same time. Beginning with an overview of the physical structures of Germany which provides the material point of departure for the societal development of Germany, key aspects of the German history are discussed. Particular attention is paid to the reciprocal influence between material substrate and notions of landscape. Here, specific "German" trajectories of aesthetic and normative conceptions of landscape become clear. A common theme throughout the book are questions of divergence and of efforts towards convergence, which become evident when considering past and present economic, political, and demographic developments. Efforts to tackle current challenges, such as adapting to climate change and mitigating it, or securing raw materials, also become apparent. The complexity of spatial processes in Germany is illustrated in case study regions dealing with the challenges of structural change in traditional industrial regions (such as the Ruhr area), or e.g. efforts of Berlin to position and find itself as the capital of a unified Germany. Overall, the book shows how theory-driven regional geographic research can make spatiotemporal complexities tangible and comprehensible.

Historically speaking, Sacramento benefited from a gold rush, an agricultural boom and, more recently, a brewing renaissance. The region's craft beer scene exploded from six to more than sixty breweries in about a decade, and the roots of that culture stretch back more than a century.

Before Prohibition, thousands of acres of local hops supplied brewers across the country. Local farms are once again taking advantage of the temperate climate. In 1958, the University of California-Davis started America's foremost brewing science program, producing some of California's top brewers. Rubicon's 1989 award-winning IPA was just the beginning for the current, innovative resurgence. Author Justin Chechourka explores the complexities and nuance of this fermenting heritage. Beer and Brewing in Medieval Culture and Contemporary Medievalism

Pennsylvania Breweries

Intelligent and Fuzzy Techniques for Emerging Conditions and Digital Transformation

Beer Lover's Colorado

Walking Milwaukee

A History of Brewing, Public Drinking and the Corner Bar

Local Responses to Peripherality Through Tourism Niches

A love note to beer--appreciating the history, craftsmanship, and taste of craft beer as told by a woman striving for beer-expert status. As a journalist spurred by curiosity and thirst, Lucy Burningham made it her career to write about craft beer, traveling to hop farms, attending rare beer tasting parties, and visiting as many taprooms, breweries, and festivals as possible. With this as her introduction, Lucy decided to take her relationship with beer to the next level: to become a certified beer expert. As Lucy studies and sips her way to becoming a Certified Cicerone, she meets an eclectic cast of characters, including brewers, hop farmers, beer sommeliers, pub owners, and fanatical beer drinkers. Her journey into the world of beer is by turns educational, social, and personal—just as enjoying a good beer should be.

Fill your upcoming 2018, with 16 months of Beer all year round. This beautiful calendar contains 16 months and 3 mini 2017, 2018, and 2019 year calendars.

Case Studies in the Beer Sector investigates managerial and marketing dynamics in the beer sector. It explores the relevance of consumer science and its use as a tool for marketing strategies, putting special focus on small craft breweries. The book provides a variety of case studies from several countries to outline the global context within which the beer industry is developing. Real-life examples on how innovation and differentiation strategies affect consumer perceptions of beer are included, along with the relationship among breweries throughout the supply chain. Sections cover business strategy, sustainability, and how breweries are meeting the increasing demand for sustainable production processes. While this book provides a thorough reference for scholars and practitioners who work in the beer sector, it is also ideal for those studying business, agriculture, food engineering, technology, applied marketing and business strategy. Investigates contemporary managerial and marketing dynamics in the beer sector Explores the relevance of consumer science and its use as a tool for marketing strategies for both multinational players and small craft breweries Includes case studies that provide the reader with real-life examples on how to apply concepts discussed

Offers a global, cross-cultural perspective on the beer sector in different countries and continents

Object Lessons is a series of short, beautifully designed books about the hidden lives of ordinary things. Glitter reveals the complexity of an object often dismissed as frivolous. Nicole Seymour describes how glitter's consumption and status have shifted across centuries—from ancient cosmetic to queer activist tool, environmental pollutant to biodegradable accessory—along with its composition, which has variously included insects, glass, rocks, salt, sugar, plastic, and cellulose. Through a variety of examples, from glitterbombing to glitter beer, Seymour shows how this substance reflects the entanglements of consumerism, emotion, environmentalism, and gender/sexual identity. Object Lessons is published in partnership with an essay series in The Atlantic.

For the Love of Beer

Burlington Brewing: A History of Craft Beer in the Queen City

Barrel-Aged Stout and Selling Out

A History of Mile High Brewing

Beer Lover's Washington

Best Breweries, Brewpubs and Beer Bars

Germany

This book builds on the highly successful *Geography of Beer: Regions, Environment, and Society* (2014) and investigates the geography of beer from two expanded perspectives: culture and economics. The respective chapters provide case studies that illustrate various aspects of these themes. As the beer industry continues to reinvent itself and its economic and cultural geographies, this book showcases historical, current, and future trends at the local, regional, national, and international scales.

Indianapolis Beer Stories is a time capsule of tales from the city's early taverns, to a pre-Prohibition golden era, to today's modern craft beer scene. Meet the ghosts of Indy's brewing past. Discover the very beginning of beer in Indiana's new capital and the pioneers who carved a path for a future industry. Uncover the legacy of a bygone brewing giant. Learn how one spontaneous decision to cross the treacherous Rocky Mountains led to a booming craft beer scene in Indiana. Indiana native Amy Beers, a Certified Cicerone® and owner/operator of Drinking with Beers, leads a heady tour of yesterday and today in Circle City brewing.

In this fascinating book, beer expert Mark Dredge dives into the history of lager, from how it was first brewed to what role was played by German monks and kings in the creation of the drink we know so well today. From the importance of 500-year-old purity laws to a scrupulously researched exploration of modern beer gardens (it's a hard life), Mark has delved deep into the story of the world's favourite beer. From 16th Century Bavaria to the recent popularity of specialist craft lagers, *A Brief History of Lager* is an engaging and informative exploration of a classic drink. Pint, anyone?

Beer and Brewing in Medieval Culture and Contemporary Medievalism is a cross-cultural analysis of the role that alcohol consumption played in literature, social and cultural history, and gender roles in the Middle Ages. The volume also seeks to correct or offer new insights into historical beer production. By drawing on the expertise of scholars of history, archaeology, Old and Middle English, Old Norse, and Medieval and Early Modern literature, the book shows how historical medieval beer and brewing has influenced nostalgic post-medieval nationalism and romanticized visions of the medieval ale-house seen in beer marketing today. The essays describe alcohol consumption in the Middle Ages across much of Northern Europe, engage with the various myths employed in modern craft beer advertising and beer production, and examine how gender intersects with beer production and consumption. The editors also raise certain critical questions about medievalisms which need to be interrogated, particularly in light of the continued use of the Middle Ages for white supremacist and colonialist ideals. The volume contributes to the study of the popular and historical understandings of the Middle Ages as well the

issues of race and gender.

An American Beer Revolution

Sacramento Beer: A Craft History

EBOOK: Principles and Practice of Marketing, 9e

Beer Weekly Planner 2018

Agritourism, Wine Tourism, and Craft Beer Tourism

Bottling Success at the Brooklyn Brewery

Understanding Production, Community and Culture in an Evolving Sector

In 1979, two University of Colorado professors decided to open Boulder Brewing Company--the forty-third brewery in the nation and the first in the state since Prohibition. Over the next four decades, young entrepreneurs from across the country flocked to the picturesque region to follow their bliss and brew beer. The county's brewing heritage is brimming with stories of how a band of ragtag ruffians helped launch a nationwide revolution. The likes of Oskar Blues, Avery Brewing Company and Left Hand Brewing Company laid the fertile ground for torchbearers such as Upslope, Bootstrap Brewing and many others. Packed with firsthand accounts from adventurous brewers, Michael J. Casey recounts the tale of those who turned Boulder County into ground zero for craft beer in the Centennial State.

The man behind Mikkeller brewery offers his guide to the best beers. Discover how he got started in the business, and learn about the ever-growing Nordic beer revolution with its fascinating origins. Then find out everything you have ever wanted to know about this highly versatile drink with an in-depth look at various beer types and the intrinsic differences between them. Drawing on his years of experimenting with tastes, textures and techniques in the art of beer brewing, Mikkel offers you his own extraordinary insights into the processes behind your favourite beers. Starting with the basics, discover how to make beer at home with easy-to-follow recipes that cover many of the sought-after brews that Mikkeller and his friends have become known for. In addition to this, learn about how to taste beer and understand its flavours. With a chapter dedicated to food, Mikkel offers an alternative to wine with meals and teaches us which beers work best with what foods, as well as providing us with a few tasty recipes of his own.

Prohibition came early to Kansas in 1881, driving more than 125 breweries out of business or underground. Refusing to even vote on the 1933 national repeal, the state remained dry until 1948, with liquor by the drink finally being approved in 1987.

Lawrence's Chuck Magerl worked with the legislature to pen new laws allowing something (little known at the time) called a "microbrewery." Chuck started the state's first brewery in over a century, appropriately named Free State Brewing Company. John Dean of Topeka's Blind Tiger Brewery counts more awards than any other brewer in the state, including Champion Brewer at the World Beer Cup in 2014. Props & Hops Brewing, in tiny Sylvan Grove, is owned and operated by an enterprising pilot who also owns and operates a crop-dusting business on the weekdays. Author Bob Crutchfield explores the state's breweries and recounts the Sunflower State's hoppy history.

"This book examines how beer reflects the structure of society's collective values, economic structures, and structural inequity. The authors explore the organization of our social world through looking at beer as a marker of identity, an object of connoisseurship,

and a livelihood for those who produce and distribute it"--

Denver Beer

Beer School

Pennsylvania's Breweries

Geographies of Complexity

Home Brew Beer

Beer and Racism

Accounting Principles, Volume 2

Despite a brewing pedigree richer than Milwaukee or St. Louis, Cincinnati's role in American beer history is often underappreciated. Drawing on years of research, Michael D. Morgan, author of the award-winning *Over-the-Rhine: When Beer Was King*, tackles this subject with a fresh perspective. Complete with new findings, the true story of the city's first brewer comes to light, as do the oft-heralded deeds--and overlooked misdeeds--of the beer barons who built empires their progeny drove to ruins. From the story of the Scottish brewery that made Cincy famous for English ales, through forgotten Prohibition political scandals, to the birth and rise of the modern craft beer movement, Cincinnati Beer explores previously untold stories of our beer-soaked past.

Get to Know the Wisconsin City ' s Most Vibrant and Historic Neighborhoods Milwaukee is a richly historic city of scenic vistas and diverse neighborhoods. This savvy, entertaining guide explores the best of it all. Royal Brevaxling and Molly Snyder guide you through 31 unique walking tours that traverse Milwaukee ' s length and breadth. These urban treks are great ways to soak in the vibe of Brew City. The walks ' commentaries include such topics as architecture, local culture, trivia, and neighborhood history, plus tips on where to dine, have a drink, and shop. Each self-guided tour includes full-color photographs, a map, and need-to-know details like distance, difficulty, and more. Route summaries make each walk easy to follow, and a " Points of Interest " section lists the highlights of every tour. Walking Milwaukee provides the perfect path for a weekend or an after-work ramble. So grab your walking shoes, and become an urban adventurer!

German immigrants settling in Central Minnesota in the early 1800s built a thriving brewing culture. While Prohibition destroyed these early beer empires--like the St. Cloud Brewing Company and New Munich's Pitzl Brewing--the Cold Spring Brewing Company survived various reincarnations and financial crises to brew continually at the same spot since 1874. In recent years, the craft beer boom added medals and new chapters to a saga that includes Prohibition brawls, a New Deal project, the famous Billy Beer, Elvira's personal brand and a multistate brewpub chain. The rise of taproom culture throughout the region has given new identities to St. Cloud, St. Joseph, Annandale, Big Lake and more. Beer writer Jacob Laxen presents this definitive take on the region's rich brewing history.

Fill your upcoming 2018, 16 months of Beer calendar planner. Plan out a year in advance.

Craft Brew

Case Studies in the Beer Sector

Boulder County Beer: A Refreshing History

Beer Mini Wall Calendar 2018: 16 Month Calendar

500 Years of the World ' s Favourite Beer

Researching Craft Beer

A Brief History of Lager

Brewed in 1859 near what is now the heart of downtown, Denver's first beer quenched the thirst of fortune hunters following the gold rush. It lubricated the city's transformation from Wild West town to the Queen City of the Plains until Prohibition brought a sudden end to the brewing culture. By 1979, only the famed Coors brewery remained. But then something frothy happened. Brian Dunn, John Hickenlooper and many others began satiating locals with liquid gold. The craft beer movement blossomed. Now well over seventy breweries strong, it is filled with the same pioneering spirit and irrepressible optimism that the miners embodied. Journalist and author Jonathan Shikes captures the Mile High City's sudsy stories from then until now. What do you get when you cross a journalist and a banker? A brewery, of course. "A great city should have great beer. New York finally has, thanks to Brooklyn. Steve Hindy and Tom Potter provided it. Beer School explains how they did it: their mistakes as well as their triumphs. Steve writes with a journalist's skepticism-as though he has forgotten that he is reporting on himself. Tom is even less forgiving-he's a banker, after all. The inside story reads at times like a cautionary tale, but it is an account of a great and welcome achievement." —Michael Jackson, *The Beer Hunter(r)* "An accessible and insightful case study with terrific insight for aspiring entrepreneurs. And if that's not enough, it is all about beer!" —Professor Murray Low, Executive Director, Lang Center for Entrepreneurship, Columbia Business School "Great lessons on what every first-time entrepreneur will experience. Being down the block from the Brooklyn Brewery, I had firsthand witness to their positive impact on our community. I give Steve and Tom's book an A++!" —Norm Brodsky, Senior Contributing Editor, Inc. magazine "Beer School is a useful and entertaining book. In essence, this is the story of starting a beer business from scratch in New York City. The product is one readers can relate to, and the market is as tough as they get. What a fun challenge! The book can help not only those entrepreneurs who are starting a business but also those trying to grow one once it is established. Steve and Tom write with enthusiasm and insight about building their business. It is clear that they learned a lot along the way. Readers can learn from these lessons too." —Michael Preston, Adjunct Professor, Lang Center for Entrepreneurship, Columbia Business School, and coauthor, *The Road to Success: How to Manage Growth* "Although we (thankfully!) never had to deal with the Mob, being held up at gunpoint, or having our beer and equipment ripped off, we definitely identified with the challenges faced in those early days of cobbling a brewery together. The revealing story Steve and Tom tell about two partners entering a business out of passion, in an industry they knew little about, being seriously undercapitalized, with an overly naive business plan, and their ultimate success, is an inspiring tale." —Ken Grossman, founder, Sierra Nevada Brewing Co.

Perfect for beginner home-brewers as well as more accomplished brewers who want to take their interest to the next level, *Home Brew Beer* is the bible on how to make great beer at home. Featuring detailed step-by-step instructions, full-page photographs, comprehensive timelines explaining what to do to the beer at each stage of its fermentation, and more than 100 home-brew beer recipes - from traditional pilsners and lagers to "hybrids" such as fruit beer and cream ale - *Home Brew Beer* is ideal for anyone looking for a wealth of delicious and satisfying beer recipes for any style.

CAMRA's *Good Beer Guide* is fully revised and updated each year and features pubs across the United Kingdom that serve the best real ale. Now in its 45th edition, the guide is completely independent, with listings based entirely on evaluation and nomination by CAMRA members. The unique *Breweries* section contains a full listing of Britain's breweries - from national to micro - with information about their core beers.

Beer and Society

Central Minnesota Beer

The Geography of Beer

31 Tours of Brew City 's Neighborhoods, Landmarks, and Entertainment Districts

Indianapolis Beer Stories: History to Modern Craft in Circle City Brewing

New Developments in the Brewing Industry

Beer Pocket Monthly Planner 2018

Fill your upcoming 2018, with 16 months of Beer all year round. This beautiful mini calendar contains 16 months and 3 mini 2017, 2018, and 2019 year calendars.

New and updated edition of the bestselling guide to Pennsylvania's 73 breweries and brewpubs.

The Beer Lover's series features regional breweries, brewpubs and beer bars for those looking to seek out and celebrate the best brews--from bitter seasonal IPAs to rich, dark stouts--their cities have to offer. With quality beer producers popping up all over the nation, you don't have to travel very far to taste great beer; some of the best stuff is brewing right in your home state.

These comprehensive guides cover the entire beer experience for the proud, local enthusiast and the traveling visitor alike, including information on: - brewery and beer profiles with tasting notes- brewpubs and beer bars- events and festivals- food and brew-your-own beer recipes - city trip itineraries with bar crawl maps- regional food and beer pairings

Institutions and ownership play a central role in the transformation and development of the beer market and brewing industry. Institutions set the external environment of the brewery through both formal requirements and informal acceptance of company operations by the public. On the other hand, owners and managers adapt to these external challenges while following their own strategic agenda. This book explores the implications of this dynamic for the breweries, discussing how changes in institutions have contributed to the restructuring of the industry and the ways in which breweries have responded, including a craft beer revolution with a surge in demand of special flowered hops, a globalization strategy from the macro breweries, outsourcing by contract brewing, and knowledge exchange for small sized breweries. Structured in two parts, with a focus on institutions (Part I) and ownership (Part II) respectively, this book examines the link between institutions and governance in one of the most dynamic and innovative industries.

Mikkeller's Book of Beer

Chicago Beer

How We Make Beer and Beer Makes Us

Adventures with Hop Farmers, Craft Brewers, Chefs, Beer Sommeliers, and Fanatical Drinkers as a Beer Master in Training

How Beer Became White, Why It Matters, and the Movements to Change It

Pennsylvanians have enjoyed a long; rich love affair with beer. The state not only ranks first in the nation for the number of barrels produced but the breweries; beer; and their craftsmen all have interesting stories to tell. This book examines Pennsylvania's brewing history; geography; and cultural richness while highlighting over 100 of the states thriving craft breweries. It explains some of the enjoyable stories and local legends behind the naming of beers; while detailing the unique buildings and architectural treasures that contribute to the renovation of urban areas and revival of small communities. Short descriptions of each brewery provide the reader with an understanding of which brewers use local hops; fruits; and grains in their recipes and how proceeds support local rail trails; waterways; animals shelters; and community events. From long-lasting breweries that

survived Prohibition to the most recent openings with upscale food and cutting edge technology; this book describes how craft breweries in Pennsylvania have something to offer everyone. Set out on the road and record your visit to each brewery and enjoy first-hand facts about local breweries with someone who lives; works; and studies this fascinating and dynamic industry.

Goose Island opened as a family-owned Chicago brewpub in the late 1980s, and it soon became one of the most inventive breweries in the world. In the golden age of light, bland and cheap beers, John Hall and his son Greg brought European flavors to America. With distribution in two dozen states, two brewpubs and status as one of the 20 biggest breweries in the United States, Goose Island became an American success story and was a champion of craft beer. Then, on March 28, 2011, the Halls sold the brewery to Anheuser-Busch InBev, maker of Budweiser, the least craft-like beer imaginable. The sale forced the industry to reckon with craft beer's mainstream appeal and a popularity few envisioned. Josh Noel broke the news of the sale in the Chicago Tribune, and he covered the resulting backlash from Chicagoans and beer fanatics across the country as the discussion escalated into an intellectual craft beer war. Anheuser-Busch has since bought nine other craft breweries, and from among the outcry rises a question that Noel addresses through personal anecdotes from industry leaders: how should a brewery grow? This book delves into the development opportunities for peripheral areas explored through the emerging practices of agritourism, wine tourism, and craft beer tourism. It celebrates the entrepreneurial spirit of people living in peri-urban regions. Peripheral areas tend to be far from urban hubs, providing essential services but also typically suffering from marginalisation and remoteness, despite the access to environmental, cultural, and social resources. In this sense, this book investigates the linkages between local agency and tourism in peripheral areas, the role of existing policies, and the evolving bottom-up practices in fostering local development. The basic aim is to disestablish the dichotomies that often emerge when dealing with issues of rural – urban and/or centre – periphery relationships; innovation vs tradition; authenticity vs *mise en scène*; agency vs inertia; and social, cultural, economic mobility vs immobility; etc. With focused attention on the possible compliance or conflicting strategies of local actors with the existing policies, the book considers how local actors and communities respond to the implications of peripherality in areas often impacted by marginalising processes. Drawing upon case studies from North America and Europe, this book presents this connection as a global phenomenon which will be of interest to community and economic development planners and entrepreneurs.