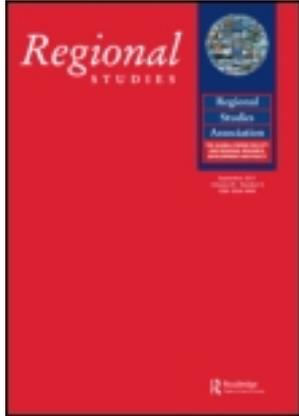


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Innovation and Technological Catch-up: The Changing Geography of Wine Production

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Related to this, another shortcoming of the book is it not taking into account the fact that large wine corporations are by now amongst the main actors in many wine territories. It would be interesting to know how their presence impacts on the balance between collective and individual needs investigated in the book. This surely could be an interesting issue to address in future research.

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Innovation and Technological Catch-up: The Changing Geography of Wine Production, ELISA GIULIANI, ANDREA MORRISON and ROBERTA RABELLOTTI (Eds), Edward Elgar, Cheltenham (2011). x + 232 pp. £69.95 (hbk). ISBN 978 1 84844 994 7.

This excellent book emerges out of the project 'Innovation and Globalization in the Wine Sector: An International Comparison between Argentina, Chile, Italy and South Africa'. The authors provide a fresh perspective on innovation and technological capabilities in the wine industry, as well as an insightful account of the new growth trajectories of this industry in different contexts. The book focuses on the conditions and key ingredients needed for catching-up in the wine industry (scientific and technological knowledge, and the role of institutions devoted to knowledge production and diffusion). It questions to what extent these conditions vary from country to country, whether there are diverse catching-up trajectories, and to what extent these explain the recent upsurge of New World countries.

In the introductory first chapter, the editors provide a general overview of the theory of catching-up in the economic and innovation systems literature, which provides a good roadmap for the following chapters.

The book is organized in two parts. The first consists of analyses of the process of catching-up in emerging and developed economies. In Chapter 2, Cusmano, Morrison and RabelloTTi discuss the mechanisms underpinning the catching-up process, from a sectoral innovation system perspective, and provide an integrated perspective on innovation and network approaches. The analysis develops a clear conceptual framework that integrates five dimensions of analysis, namely: knowledge domains; learning processes and technologies; demand; actors and networks; and institutions. In Chapter 3, Cassi, Morrison and RabelloTTi document the scientific performance of the global wine industry, using bibliometric measurements and network analysis, and show that newcomers in the wine industry are more engaged in international collaborations with the wine research community. In Chapter 4, Anderson documents the role that the innovation system has played in the development and growth of Australia's wine industry. His

results identify generic promotion and research and development as significant contributors to the success of the Australian wine industry.

The second part focuses on the main drivers of catching-up in the wine industry and presents case studies focusing on the roles of universities, public-private institutions, research organizations, and firms. In Chapter 5, Kunc and Tiffin present the results of a comparative study on the contributions to the emergence of the wine industry at the regional level of the Universidad de Talca (Chile) and the Universidad de Cuyo (Argentina). They show that the level of university involvement in regional wine development differs greatly between the two cases: the Argentinian university has a stronger influence on the development of linkages in the wine industry than does the Chilean case where external sources of knowledge, such as external consultants, have a greater influence. In Chapter 6, McDermott and CorredoTTi document the transformation of the Argentinian wine sector in the provinces of Mendoza and San Juan. They analyse, with the help of quantitative data on the composition of networks, how wine firms upgrade their products. This chapter highlights the key role played by public support organizations in providing new knowledge resources and by acting as anchors helping actors in the region connect to diverse types of knowledge, which allows them to upgrade their products.

In Chapter 7, Giuliani and RabelloTTi present the results of interviews conducted in Chile and South Africa that focus on researchers' backgrounds and personal collaborations with other researchers and individuals in the wine industry. They highlight the key role played by individual researchers, especially those connected to the international scientific community and who draw knowledge into local economies.

In Chapter 8, Lorentzen uses the case of South Africa to document how linkages between growers and producers and other actors are important to foster innovation. This chapter also focuses on the spatial proximity of these linkages. It demonstrates that access to knowledge networks is critical for firms engaged in innovation activities, but also that the significance of spatial proximity is relative rather than absolute:

How and how much it matters depends in part on the resources enterprise can avail themselves of to overcome the disadvantage distance poses for learning and upgrading. With few resources, proximity becomes more important.
 (p. 195)

In the concluding chapter, the editors summarize the main arguments and key empirical findings of the study. More importantly, they highlight the aspects that contribute to a better understanding of development through innovations, as well as the implications of the research for policy-making.

To conclude, this theoretically informed and empirically rich collection has clearly succeeded in highlighting some of the key features of innovation and technological catching-up in the wine industry in different countries. It brings together current reflections from a variety of disciplinary approaches including management studies, innovation studies, economics and geography. One of its main contributions is clearly to present the major processes involved in the successful and creative adaptation of innovation and of catching-up processes in New World countries. By doing so, it underlines the crucial role

played by institutions and scientific achievements in these processes. The book will be of considerable interest to practitioners, policy-makers and scholars of innovation processes and to specialists of the wine industry more generally. On this note, *santé!*

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