

# Craft Beer Marketing Distribution Brace For Skumeggedon

## Craft Beer Marketing & Distribution

**10/3/2015 · New Book Available - Craft Beer Marketing & Distribution - Brace for SKUMeggedon October 3, 2015. I am proud to announce that my book is now available via Kindle/Android or in paper back version (Amazon, Barnes & Noble) or from the author direct. This book is written by a seasoned beverage marketing executive with 30 years in the industry.**

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**This unique book is written by a marketing executive who has 30 years in the US beverage alcohol business focusing on craft beer. The book covers marketing and distribution for any size craft beer brewer, spirits distiller, wine vinter or non alcoholic beverage producer.&#xa0; Real life case h...**

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**The book covers marketing and distribution for any size craft beer brewer, spirits distiller, wine vinter or non alcoholic beverage producer. Real life case histories and personal experiences show the reader how to develop strategy, objectives, overcome objections and how to work with US wholesalers as well as their sales teams.**

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**Craft Beer | Marketing | Shinerunner | craft marketing**

**15.5 Years' experience as Marketing Manager with the US's 5th largest craft beer distributor. Author of, "Craft Beer Marketing & Distribution-Brace for SKUmeggedon." Host of, "Shinerunner Craft Marketing" podcast on the Brewing Network. Speaker at 4/18 California Craft Beer Conference, SF Int'l Beer Festival (and beer judge) & International ...**

**Mark Colburn (CraftMarketing) on Pinterest**

**Author of Craft Beer Marketing & Distribution - Brace For SKUMeggedon. Mark Colburn's best boards. Shelbys, Bosses and other cool rides**

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