Articles in peer refereed journals


Charters, S.J. Does a brand have to be consistent?. *The journal of product & brand management*, 2009, 18,(4): 284-291.


**Books**


**Chapters in books**


Textbooks


Case studies

Papers in Academic Conferences


Charters, S.J. Shaping an Agenda for Wine Business Research. 4th Joint Research Conference, June 24th 2013, Dijon, France.


Smith Maguire, J., Charters, S.J. The role of place in the construction of alternative market relations: The case of small-scale champagne producers. 7th International Conference of the European Sociological Association, August 28th-31st 2013, Turin, Italy.

Charters, S.J., Menival, D. The characteristics of strong territorial brands. XI Congres des Terroirs Vitivinicoles, June 29th 2012, Dijon, France.


Kniazeva, M., Charters, S.J. Staging authenticity in the cellars of Champagne. 6th International Conference of the Academy of Wine Business Research, June 9th-11th 2011, Bordeaux, France.


Ritchie, C., Charters, S.J., Fountain, J., Velikova, N., Dodd, T.H., Thach, L., Fish, N., Herbst, F., Terblanche, N. It’s my party: Influences upon young adults to consume sparkling wine and champagne in restaurants, bars and night clubs. *ICCAS 2011 (Seventh International Conference Culinary Arts and Science)*, April 12th-14th 2011, Bournemouth, United Kingdom.


**Invited keynote speeches**

Charters, S.J. Between tradition and modernity – the developing relationship of wine and territory. ‘*Vino e Territorio, I sistemi territoriali del vino tra tradizione e innovazione*’, November 13th 2011, Milan, Italy.

Charters, S.J. Six myths of wine tourism. *The European Wine and Food Tourism Conference*, April 14th-16th 2011, Volterra, Italy.

Charters, S.J. The contemporary wine consumer: ‘It’s not just a drink. ‘*Lectio Magistralis*’ at the *University of Verona*, October 13th 2011, Veronne, Italy.


**Papers in professional journals**


**Research seminars**


Charters, S.J., Dusautoir, O.  Innovation and excellence in champagne: the future of the territory and the wine, November 13th 2009, Piacenza, Italy.


**Professional conferences**