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**Economic Environment**

**Economic Conditions Snapshot, June 2019: McKinsey Global Survey results**

Executives’ sentiments on the global economy are the lowest in years, amid growing concerns over trade conflicts. Meanwhile, their expectations about conditions at home remain more negative than positive.  
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**Global Trends - Wine Industry Key Elements**

**Word-of-Mouth Marketing: How to Radically Boost Success**

Companies can increase word-of-mouth referrals by existing customers and also the resulting conversion rate of new customers — each by 86% — based on how incentive offers are presented.  
[Click here to read more](#)

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**How brand blocking regulations in South Africa could lead to further job losses**

A legislative trend of applying branding and marketing restrictions on alcohol, junk food and sugar is gaining traction across the world and posing a threat to some of the world's most famous brands. These proposed regulations are primarily aimed at food and drink products policymakers deem unhealthy, and South Africa laws seem to be on the same trajectory.  
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