



Business for Punks: Break All the Rules--the BrewDog Way

James Watt

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**BUSINESSES FAIL. BUSINESSES DIE.
BUSINESSES FADE INTO OBLIVION.
REVOLUTIONS NEVER DIE.
SO START A REVOLUTION, NOT A BUSINESS.**

After spending seven years on the high seas of the North Atlantic, James Watt started BrewDog craft brewery in Scotland with his best friend, Martin Dickie. They didn't have a business plan, just a mission to revolutionize beer drinking and make other people as passionate about craft beer as they are.

Within a few years, BrewDog became one of the world's best-known craft breweries and fastest-growing beverage brands, famous for beers, bars, and crowdfunding. They've not only rewritten the record books—they've inadvertently forged a whole new approach to business.

Business for Punks bottles the essence of James's methods in an accessible, honest manifesto. Among his mantras:

·**CASH IS MOTHERF*CKING KING.** Cash is the lifeblood of your company. Monitor every penny as if your life depends on it—because it does.

·**GET PEOPLE TO HATE YOU.** You won't win by trying to make everyone happy, so don't bother. Let haters fuel your fire while you focus on your hard-core fans.

·**STEAL AND BASTARDIZE FROM OTHER FIELDS.** Take inspiration freely wherever you find it—except from people in your own industry.

·**JOB INTERVIEWS SUCK.** They never reveal if someone will be a good employee, only how good that person is at interviews. Instead, take them for a test drive and see if they're passionate and a good culture fit.

Business for Punks rethinks conventional business wisdom so you can go beyond the norm. It's an anarchic, indispensable guide to thriving on your own terms.

From the Hardcover edition.

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Frances Feist:

Have you spare time to get a day? What do you do when you have more or little spare time? Sure, you can choose the suitable activity intended for spend your time. Any person spent their very own spare time to take a wander, shopping, or went to the Mall. How about open or read a book allowed Business for Punks: Break All the Rules--the BrewDog Way? Maybe it is to be best activity for you. You realize beside you can spend your time using your favorite's book, you can better than before. Do you agree with the opinion or you have various other opinion?

Scarlet Rome:

Spent a free the perfect time to be fun activity to perform! A lot of people spent their leisure time with their family, or all their friends. Usually they performing activity like watching television, about to beach, or picnic within the park. They actually doing same thing every week. Do you feel it? Would you like to something different to fill your current free time/ holiday? Could be reading a book can be option to fill your free time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to consider look for book, may be the reserve untitled Business for Punks: Break All the Rules--the BrewDog Way can be fine book to read. May be it may be best activity to you.

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Mary Ruch:

In this period globalization it is important to someone to acquire information. The information will make professionals understand the condition of the world. The healthiness of the world makes the information quicker to share. You can find a lot of personal references to get information example: internet, paper, book, and soon. You can view that now, a lot of publisher which print many kinds of book. The particular book that recommended to you is Business for Punks: Break All the Rules--the BrewDog Way this reserve consist a lot of the information of the condition of this world now. This particular book was represented how do the world has grown up. The words styles that writer value to explain it is easy to understand. The actual writer made some analysis when he makes this book. That's why this book suitable all of you.

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