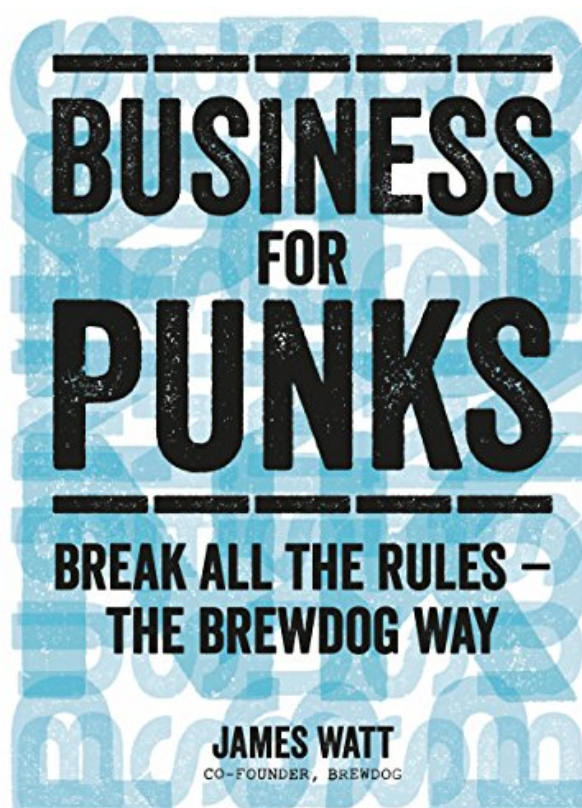


BUSINESS FOR PUNKS: BREAK ALL THE RULES - THE BREWDOG WAY BY JAMES WATT



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BUSINESS FOR PUNKS

**BREAK ALL THE RULES –
THE BREWDOG WAY**

JAMES WATT
CO-FOUNDER, BREWDOG

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Review

"An undeniably engaging read with tangible, pragmatic advice...and seasoned wisdom"

—The Scotsman

"An idiosyncratic guide for budding entrepreneurs"

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"[Watt] explains how a company that started in a shed in Scotland became an operation with an annual turnover of £50 million and sales in 55 countries...useful tips for a fledgeling entrepreneur with a bright idea"

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About the Author

JAMES WATT, captain and cofounder of BrewDog, was a fully qualified deep sea captain, having earlier completed an honors degree in law and economics. He traded in being a salty sea dog to start BrewDog in 2007, with Martin Dickie. He was awarded Great British Entrepreneur of the Year in 2014. Along with Martin, James hosts the reality TV show Brew Dogs on the Esquire Network, which airs in seven countries.

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Forget about building a business—businesses fail and fade into oblivion. Start a revolution instead.

James Watt started a rebellion against tasteless mass market beers by founding BrewDog, now one of the world's best-known and fastest growing craft breweries, famous for beers, bars, and crowdfunding. In this smart, funny book, he shares his story and explains how you too can tear up the rule book and start a company on your own terms. It's an anarchic, DIY guide to entrepreneurship—and a new manifesto for 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. All they had was a mission to revolutionize beer drinking and make other people as passionate about craft beer as they are.

They've succeeded. Within a few years, BrewDog was huge—a world-famous craft brewery with beer bars around the globe and hundreds of thousands of fans. Those fans became literal backers of their business with the introduction of an unprecedented crowdfunding movement, Equity for Punks. And in rewriting the record books and kickstarting a revolution—James and BrewDog 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.

- Sales Rank: #3009079 in Books
- Published on: 2015-11-05

- Original language: English
- Number of items: 1
- Dimensions: 8.03" h x .98" w x 6.06" l, .84 pounds
- Binding: Hardcover

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Most helpful customer reviews

1 of 1 people found the following review helpful.

Good Unique/Anti Perspective with Caveats

By B. van Dam

As a business owner and punk from the foundation, this caught my eye.

PRO

I love the brand, can't get it here in the US, yet.

They have been wildly successful and often in high risk, balls out ways and there should be a lot to learn from high growth pioneers.

A lot of solid advice that is readily applicable; I agree with a lot of it, not all.

CON

The whole "At Brewdogs this is what we do/did and why we're so awesome/irreverent/unique/anti" gets old.
NOTE TO JAMES: Punks communicate their point by helping the person see themselves in the story

You really can overdo the analogies and catch phrases. NOTE TO JAMES: Punks alter their approach to speak to the various ways people listen thus furthering their master plan.

Many times when explaining an idea James repeats it in a number of iterations as if he had written several ways to convey the message and just used them all. NTJ: Punks craft their message, distill it and push it for maximum effect.

You don't need to hammer it home by saying hammer, hammered, hammerhead.....please....stop....no really. NTJ: Punks have more than a hammer in their toolbox and yes sometimes we use a wrench as a hammer to hammer things. See what I mean =:-o

NOTE TO SELF: I have yet to write a book so there's that, and I did enjoy reading it and look forward to trying thier brew as soon as it is available.

1 of 1 people found the following review helpful.

A fantastic and easy read, chock full of common sense and humor.

By Stephen Gunther

Received last night, not completely through the book yet but rapidly devouring the material. I enjoy the way the book is written...straightforward, in your face, caution to the wind, type of advice. Obviously James knows what he is talking about as his business model is exploding in growth and his thinking certainly stokes the imaginative fires for entrepreneurs. This book is relevant not only to those interested in opening a craft brewery, but anyone who wants a fresh approach to starting a business in the modern age. I cannot wait to complete this book shortly and so far have nothing but positive things to say about the book. An easy read...written for those who want to get to the point quickly..and written in a way that smacks you in the face with common sense. Spend the money and read the book, you won't regret it.

0 of 0 people found the following review helpful.

Great reading for all craft beer fans and business people

By Leslie N. Patino

As a craft beer fan, I'd heard and read some about BrewDog and James Watt, although here in California, I have yet to find their beer. Reading "Business for Punks" is a great way to get an education about the Scottish brewery that's soon to open a big, shiny facility in Ohio. While Watt has a bit of a reputation for arrogance, I came away dazzled by his intelligence, writing and out-of-the-box thinking. He writes in a very entertaining style (so long as you don't mind salty language and an in-your-face attitude). There's no debating the tremendous financial success that Watt and partner Martin Dickie have had. Their Equity for Punks crowdfunding campaigns have brought thousands of investor/fans into the BrewDog fold.

If you're into craft beer culture or employed in it, if you're a business person, you'll get a lot out of this book.

See all 18 customer reviews...

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