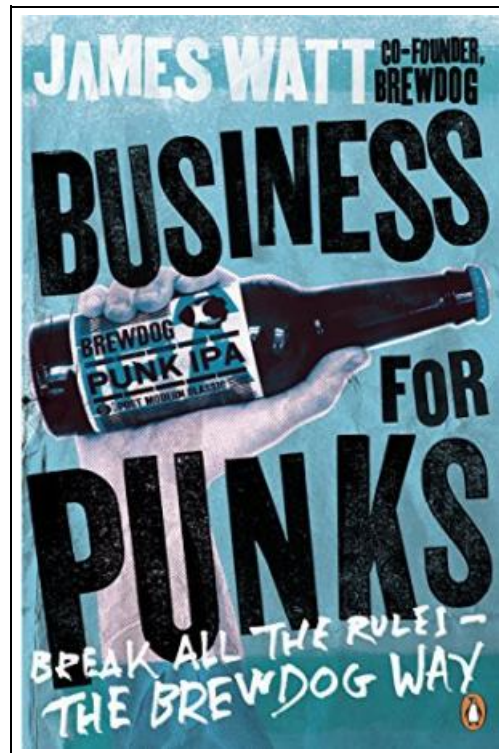


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BUSINESS FOR PUNKS: BREAK ALL THE RULES - THE BREWD OG WAY (PAPERBACK)



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Penguin Books Ltd, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. BrewDog s co-founder James Watt offers a business bible for a new generation. It s anarchic. It s irreverent. It s passionate. It s BrewDog. Don t waste your time on bullshit business plans. Forget sales. Ignore advice. Put everything on the line for what you believe in. These mantras have turned BrewDog into one of the world s fastest-growing drinks brands, famous for beers, bars and crowdfunding. Founded by a pair of young Scots with a passion for great beer, BrewDog has catalysed the craft beer revolution, rewritten the record books and inadvertently forged a whole new approach to business. In BUSINESS FOR PUNKS, BrewDog co-founder James Watt bottles the essence of this success. From finances (chase down every cent, pimp every pound) to marketing (lead with the crusade, not the product) this is an anarchic, indispensable guide to thriving on your own terms.



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