



## Wake Up and Sell the Coffee!: The story of Coffee Nation and how to start, build and sell a high-growth business (Paperback)

By Martyn Dawes

Harriman House Publishing, United Kingdom, 2014. Paperback. Condition: New. Language: English . Brand New Book. A high-growth success story Martyn Dawes set out to build a high-growth business with a simple idea and the will to do whatever was required to make it a success. Twelve years later he sold this business - Coffee Nation - for GBP23m. Along the way, among many highs and lows, there was the thrill of seeing an idea come to life, costly failed trials and false starts, countless business plans, learning how and when to raise funding, the personal journey of surviving when success seemed so distant and securing contracts with some of the biggest retailers in the world. This is the story of how a great British business was built - from a blank sheet of paper - and how it came to be one of the nation's favourite consumer brands. It's also a guide to help any aspiring entrepreneur put their business on the path to high growth. Through the course of an exciting narrative, Martyn shares his experiences of growing a business and his knowledge of what you should and shouldn't do. Mistakes to avoid are revealed just...

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