



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

James Watt

Download now

[Click here](#) if your download doesn't start automatically

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

James Watt

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

**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.

 [Download Business for Punks: Break All the Rules--the BrewD ...pdf](#)

 [Read Online Business for Punks: Break All the Rules--the Bre ...pdf](#)

Download and Read Free Online Business for Punks: Break All the Rules--the BrewDog Way James Watt

From reader reviews:

Chris Bynum:

Nowadays reading books be than want or need but also become a life style. This reading behavior give you lot of advantages. The huge benefits you got of course the knowledge the actual information inside the book in which improve your knowledge and information. The information you get based on what kind of book you read, if you want attract knowledge just go with education and learning books but if you want truly feel happy read one together with theme for entertaining for example comic or novel. The Business for Punks: Break All the Rules--the BrewDog Way is kind of publication which is giving the reader unpredictable experience.

Raymond Phillips:

Reading a e-book can be one of a lot of pastime that everyone in the world enjoys. Do you like reading book and so. There are a lot of reasons why people enjoyed. First reading a publication will give you a lot of new information. When you read a publication you will get new information because book is one of many ways to share the information or even their idea. Second, studying a book will make anyone more imaginative. When you studying a book especially fictional works book the author will bring you to imagine the story how the people do it anything. Third, you could share your knowledge to other individuals. When you read this Business for Punks: Break All the Rules--the BrewDog Way, you could tells your family, friends as well as soon about yours publication. Your knowledge can inspire others, make them reading a guide.

Richard Dean:

The publication with title Business for Punks: Break All the Rules--the BrewDog Way has lot of information that you can learn it. You can get a lot of profit after read this book. This kind of book exist new understanding the information that exist in this publication represented the condition of the world at this point. That is important to yo7u to understand how the improvement of the world. This specific book will bring you inside new era of the globalization. You can read the e-book on your own smart phone, so you can read it anywhere you want.

Dianne Roy:

Why? Because this Business for Punks: Break All the Rules--the BrewDog Way is an unordinary book that the inside of the publication waiting for you to snap the item but latter it will shock you with the secret it inside. Reading this book alongside it was fantastic author who write the book in such wonderful way makes the content interior easier to understand, entertaining technique but still convey the meaning totally. So , it is good for you because of not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of benefits than the other book possess such as help improving your talent and your critical thinking approach. So , still want to hesitate having that book? If I were you I will go to the reserve store hurriedly.

Download and Read Online Business for Punks: Break All the Rules--the BrewDog Way James Watt #1HFRNAIDB9Q

Read Business for Punks: Break All the Rules--the BrewDog Way by James Watt for online ebook

Business for Punks: Break All the Rules--the BrewDog Way by James Watt Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Business for Punks: Break All the Rules--the BrewDog Way by James Watt books to read online.

Online Business for Punks: Break All the Rules--the BrewDog Way by James Watt ebook PDF download

Business for Punks: Break All the Rules--the BrewDog Way by James Watt Doc

Business for Punks: Break All the Rules--the BrewDog Way by James Watt Mobipocket

Business for Punks: Break All the Rules--the BrewDog Way by James Watt EPub