



# **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.

*From the Hardcover edition.*

 [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:**

#### **Carrie Grogan:**

Throughout other case, little men and women like to read book Business for Punks: Break All the Rules--the BrewDog Way. You can choose the best book if you want reading a book. Given that we know about how is important any book Business for Punks: Break All the Rules--the BrewDog Way. You can add knowledge and of course you can around the world by way of a book. Absolutely right, since from book you can realize everything! From your country till foreign or abroad you will find yourself known. About simple factor until wonderful thing you could know that. In this era, we are able to open a book or perhaps searching by internet device. It is called e-book. You may use it when you feel bored to go to the library. Let's read.

#### **Lizzie Chandler:**

Here thing why this specific Business for Punks: Break All the Rules--the BrewDog Way are different and dependable to be yours. First of all examining a book is good however it depends in the content of computer which is the content is as delightful as food or not. Business for Punks: Break All the Rules--the BrewDog Way giving you information deeper and in different ways, you can find any publication out there but there is no publication that similar with Business for Punks: Break All the Rules--the BrewDog Way. It gives you thrill examining journey, its open up your own eyes about the thing this happened in the world which is maybe can be happened around you. You can easily bring everywhere like in playground, café, or even in your approach home by train. In case you are having difficulties in bringing the printed book maybe the form of Business for Punks: Break All the Rules--the BrewDog Way in e-book can be your alternative.

#### **Daniel Hutchison:**

Do you have something that you prefer such as book? The e-book lovers usually prefer to opt for book like comic, short story and the biggest you are novel. Now, why not trying Business for Punks: Break All the Rules--the BrewDog Way that give your pleasure preference will be satisfied by simply reading this book. Reading habit all over the world can be said as the method for people to know world much better then how they react when it comes to the world. It can't be explained constantly that reading addiction only for the geeky particular person but for all of you who wants to possibly be success person. So , for all of you who want to start looking at as your good habit, you may pick Business for Punks: Break All the Rules--the BrewDog Way become your own personal starter.

#### **Vanessa Kistler:**

Do you like reading a publication? Confuse to looking for your selected book? Or your book has been rare? Why so many concern for the book? But any people feel that they enjoy with regard to reading. Some people likes looking at, not only science book and also novel and Business for Punks: Break All the Rules--the BrewDog Way or perhaps others sources were given understanding for you. After you know how the good a book, you feel wish to read more and more. Science guide was created for teacher or even students

especially. Those books are helping them to increase their knowledge. In various other case, beside science e-book, any other book likes Business for Punks: Break All the Rules--the BrewDog Way to make your spare time far more colorful. Many types of book like this one.

**Download and Read Online Business for Punks: Break All the Rules--the BrewDog Way James Watt #TLXAY9OQCH5**

## **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