



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

James Watt

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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.



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