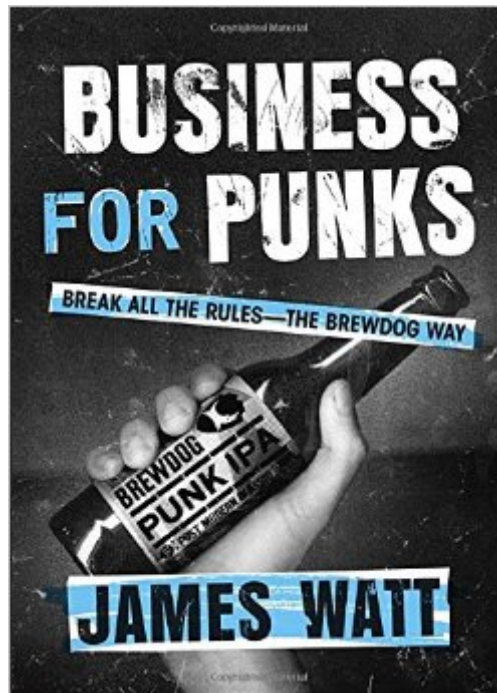


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# Business For Punks: Break All The Rules--the BrewDog Way



## Synopsis

Forget about building a business—businesses fail and fade into oblivion. Start a revolution instead. James Watt started a rebellion against tasteless mass market beers by founding BrewDog, now one of the world's best-known and fastest growing craft breweries, famous for beers, bars, and crowdfunding. In this smart, funny book, he shares his story and explains how you too can tear up the rule book and start a company on your own terms. It's an anarchic, DIY guide to entrepreneurship and a new manifesto for 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. All they had was a mission to revolutionize beer drinking and make other people as passionate about craft beer as they are. They've succeeded. Within a few years, BrewDog was huge—a world-famous craft brewery with beer bars around the globe and hundreds of thousands of fans. Those fans became literal backers of their business with the introduction of an unprecedented crowdfunding movement, Equity for Punks. And in rewriting the record books and kickstarting a revolution—James and BrewDog 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.

## Book Information

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## Customer Reviews

It's been awhile since I read a "business" book I really loved. I say this with a caveat though. If you have a product already, something in mind, a revolution? this book will help you out greatly. You have a product, you know you need to hire people, etc.. This book will lay a lot of the basics out for you and keep you on a great course of action.. now on the other hand? If you are like myself struggling to find yourself, and are just trying to survive.. in this wonderfully big world. It's a great read, but I would say it's like sleeping with a beautiful toned goddess you're never going to see again because you let her down. Because you just don't live up to her standards. But if all the above does not apply and you just want to read the perspective of a great character.. James Watt.. check it out! Unless you already "Know it all" it will be a valuable read. I'm sure you will glean a gem from it.

As a craft beer fan, I've heard and read some about BrewDog and James Watt, although here in California, I have yet to find their beer. Reading "Business for Punks" is a great way to get an education about the Scottish brewery that's soon to open a big, shiny facility in Ohio. While Watt has a bit of a reputation for arrogance, I came away dazzled by his intelligence, writing and out-of-the-box thinking. He writes in a very entertaining style (so long as you don't mind salty language and an in-your-face attitude). There's no debating the tremendous financial success that Watt and partner Martin Dickie have had. Their Equity for Punks crowdfunding campaigns have brought thousands of investor/fans into the BrewDog fold. If you're into craft beer culture or employed in it, if you're a business person, you'll get a lot out of this book.

Received last night, not completely through the book yet but rapidly devouring the material. I enjoy the way the book is written...straightforward, in your face, caution to the wind, type of advice. Obviously James knows what he is talking about as his business model is exploding in growth and his thinking certainly stokes the imaginative fires for entrepreneurs. This book is relevant not only to

those interested in opening a craft brewery, but anyone who wants a fresh approach to starting a business in the modern age. I cannot wait to complete this book shortly and so far have nothing but positive things to say about the book. An easy read...written for those who want to get to the point quickly..and written in a way that smacks you in the face with common sense. Spend the money and read the book, you won't regret it.

James Watt is one of the more interesting people you will meet. Equipped with honors degrees in law and economics, he went to sea and over 5 years became a qualified North Atlantic sea trawler captain. In 2007, he came ashore and co-founded BrewDog, a punk brewery known for their quality beer, in your face attitude, creativity and rapid growth. This book is about leadership and succeeding in business using the BrewDog example. He pushes a think outside the box, think for yourself punk attitude that is an essential component of the DNA of all great leaders. He rips off insights imbued with Zen koan-like brilliance with the maniacal intensity of a pull-tab fanatic struggling to earn enough to pay the rent. He hits all of the business fundamentals with an interesting and provocative slant. He reimages marketing changing its focus from selling a product to leading a crusade. He transforms negotiation from getting the best deal to identifying and taking advantage of common opportunities. His success rests on tying the abilities of leadership with the skills of building and nurturing the right team for the job. Watt hammers home the importance of mission and the ruthless attention to the bottom line. Watt writes well in an entertaining punk style. His life and business experience have honed his education and extensive reading into sage advice for aspiring and current business owners. If you own or are thinking of owning a brewery buy this book. Anyone working in small business will find this a useful and interesting read and fans of BrewDog beer will also enjoy the insights this books provides for the company and its beer. When reading the one-star review consider that James Watt founded and runs one of the most popular beer brands and successful available, BrewDog has grown faster than most other craft beer brands and employs over 500 people. The results speak for themselves.

Book is about a brewery business. But also about being an individual and following your own path. If you ain't no maverick and be afraid to step out your way, then pass on the book. If you are a maverick, it is a good read reinforcing your path.

Great read. I don't agree with everything, but I liked it well enough to send to my nephew!

Fun narrative of Brew Dogs success with commentary and advice that makes you think.

Perfect book to help our family business!

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