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Beer School: Bottling Success at the Brooklyn Brewery

Steve Hindy, Tom Potter

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Is this a book for beer aficionados or business enthusiasts? Both, and it's as refreshing as a cold brew.

In *Beer School*, authors and entrepreneurs Steve Hindy and Tom Potter share the improbable saga of Brooklyn Brewery, the company they grew from a home-brew hobby into a multimillion-dollar business - all in the most competitive beer market in the United States.

If you have a thirst for entrepreneurial success, drink up. If you are a business manager or owner and want fresh ideas and insight, tap in. You'll learn entrepreneurial basics, plus some things textbooks don't teach you, as you follow the company's successes (and a few failures) and find out about:
Surviving a vociferous attack in Las Vegas when the odds against you are 8-to-1From the beginning, the odds were against Steve and Tom. It's estimated that eight out of ten businesses fail in their first year. Yet these entrepreneurs succeeded in a competitive arena dominated by mega-corporations and mega-money. The brew they began making in a Brooklyn brownstone over 20 years ago is now sold around the world. Their story, recounting the fears and obstacles they faced and the decisions and successes they shared, will inspire you. Like discovering the perfect brew or starting a business, reading this book is a heady experience. Cheers!

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