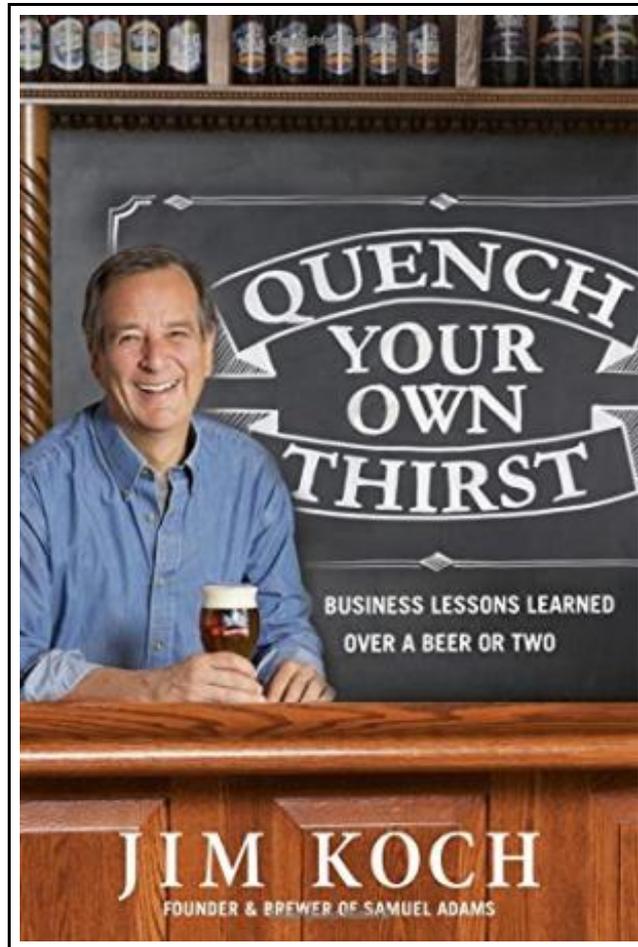


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Flatiron Books, United States, 2016. Hardback. Book Condition: New. 236 x 154 mm. Language: English . Brand New Book. It looked like an unwinnable David and Goliath struggle: one guy against the mammoth American beer industry. When others balked at Jim Koch s plan to leave his consulting job and start a brewery challenging American palates, he picked out a family recipe and plowed ahead, launching the company that helped to redefine American beer, Samuel Adams. Quench Your Own Thirst offers unprecedented insight into Koch s whirlwind ride to the top of craft brewing. His innovative company model and savvy business choices offer counter-intuitive lessons that readers can put to work right away. Koch s anecdotes, quirky musings, and bits of wisdom go far beyond brewing. This book is a fun, engaging guide for building a career or launching a successful business based on your passions. Quench Your Own Thirst is the key to the ultimate dream: being successful while doing what you love.



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