

Business For Punks: Break All The Rules – The BrewDog Way

Innovative strategies for success from former Nike CMO Greg Hoffman, who had a major hand in crafting Nike’s singular brand and was instrumental in its most high-profile breakthrough campaigns. In EMOTION BY DESIGN, Hoffman shares lessons and stories of creativity drawn from almost three decades of experience within Nike. A celebration of ingenuity and a call-to-arms for brand-builders to rediscover the human element in forming consumer bonds, EMOTION BY DESIGN is an insider’s guide to unlocking inspiration and building stronger emotional connections with consumers, using Hoffman’s three favorite guiding principles: Creativity is a Team Sport Dare to be Remembered Leave a Legacy, Not Just a Memory Over the course of a twenty-seven-year Nike career—from Officer—Hoffman led teams in shaping and expressing Nike’s brand voice and identity through storytelling and experiences. Every story was distinct, yet the result was always the same: a strong emotional attachment between products and people—quite literally. Fascinating stories about Nike’s most famous campaigns, EMOTION BY DESIGN shares Hoffman’s philosophy and principles on how to create an empowering brand that resonates deeply with people by unlocking the creativity within your organization and unleashing your world.

#1 NEW YORK TIMES BESTSELLER • A panoramic experience that tells the story of Beastie Boys, a book as unique as the band itself—by band members ADROCK and Mike D, with contributions from Amy Poehler, Colson Whitehead, Wes Anderson, Luc Sante, and more. An inspiration for the Emmy-nominated Apple TV+ “live documentary” Beastie Boys Story, directed by Spike Jonze NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Rolling Stone • The Guardian • Paste Formed as a New York City hardcore band in 1981, Beastie Boys took an unlikely path to global hip hop superstardom. Here is their story, told for the first time in the words of the band. Adam “ADROCK” Horovitz and Michael “Mike D” Diamond offer revealing and very funny accounts of their transition from teenage punks to billion-dollar stars. Includes early collaboration with Russell Simmons and Rick Rubin; the debut album that became the first hip hop record ever to hit #1, Licensed to Ill—and the album’s messy fallout as the band broke with Def Jam; their move to Los Angeles and rebirth with the genre-defining album Paul’s Boutique; their evolution as musicians and social activists over the course of the classic albums Check Your Head, Ill Communication, and Hello Nasty and the Tibetan Freedom Concert benefits conceived by the late Adam “MCA” Yauch; and more. For more on this band has had an inescapable and indelible influence on popular culture. With a style as distinctive and eclectic as a Beastie Boys album, Beastie Boys Book upends the typical music memoir. Alongside the band narrative you will find rare photos, original interviews, a chef Roy Choi, a graphic novel, a map of Beastie Boys’ New York, mixtape playlists, pieces by guest contributors, and many more surprises. Praise for Beastie Boys Book “A fascinating, generous book with portraits and detail that float by in bursts of color and wit. . . . records, the book’s structure is a lyrical three-man weave. . . . Diamond’s voice is lapidary, droll. Horovitz comes on like a borscht belt comedian, but beneath that he is urgent, incredulous, kind of vulnerable. . . . Friendship is the book’s subject as much as music.”—The New York Times Book Review “Wild, moving . . . resembles a Beastie Boys LP in its wild variety of styles.”—Rolling Stone

If customers LIKE your brand, be afraid. Be very afraid. In a world where the average customer grows up seeing 170,000 marketing messages by her 17th birthday; where 86% of people admit to sharing social media content in the bathroom; where less than 1% of people advertising; customers only talk about the brands they LOVE. And, if customers aren’t talking about your brand, you might as well not exist. What is Brand Love? There are 18,000,000 photos on Instagram tagged #starbucks. Not one is paid for by Starbucks. The brand Xiaomi launched their new tablet, stock sold out in 2.7 seconds Monster Energy drinks has become the most successful energy drinks brand in the US, without a single dollar spent on advertising. LEGO continues to defy critics and analyst expectation and analog toys in the digital age. All these stories are made possible by Brand Love. Fans don’t just “like” these brands, they love them. And the good news is that it’s neither expensive or exclusive to cool cutting-edge brands. Brand Love is as achievable to all brands as the airline or selling energy drinks, Brand Love is a guide to help you build a brand worth talking about. Written by an ex-telecoms CEO, the head of marketing for one of the world’s fastest growing soda brands and a digital anthropologist, Brand Love is a journey from the world from the US to China in search of the brands both fans and industry analysts are talking about. What Questions does this Book Answer? What is Brand Love? Why do some brands have it while others are just “liked”? How can you replicate their success? What answers these 3 questions through case studies of brands doing it right; brands well-adapted to the digital age; brands that can build billion dollar market caps without significant sums spent on advertising; and brands that defy the expectations of both investors and consumers, breaking all the rules. Brands Featured in this Book: Brands mentioned in this book: 7-11, Amazon, Apple, Best Buy, British Airways, Chipotle Mexican Grill, Converse, Cisco, Coke, Delta, Disney, GoPro, Kodak, LEGO, Mattel, McDonalds, Microsoft, Minicraft, Nike, Oldemark, Pepsi, Starbucks, Tacos, Tostitos, Uber, Volkswagen, Zappos, Zillow

Included in MTV.com’s “These 17 Music-Themed YA Books Could Be Your Life” A selection of the Barnes & Noble Discover Great New Writers Program. “Meno gives his proverbial coming-of-age tale a punk-rock edge, as seventeen-year-old Chicagoan Brian O’Connell’s first girlfriend...Meno ably explores Brian’s emotional uncertainty and his poignant youthful search for meaning...His gabby, heartfelt, and utterly believable take on adolescence strikes a winning chord.” --Publishers Weekly “A funny, hard-rocking first-person take on adolescence and discovery.” --Booklist “Captures the loose, fun, recklessness of midwestern punk.” --MTV.com “Captures both the sweetness and sting of adolescence with unflinching honesty.” --Entertainment Weekly “Joe Meno writes with the energy, honesty, and emotional intelligence of punk rock. From the opening sentence to the very last word, Hairstyles of the Damned held me in his grip.” --Jim DeRogatis, pop music critic, Chicago Sun-Times “The most authentic young voice since J.D. Salinger’s Holden Caulfield..A darn good book.” --Daily South Florida “Meno observed, often laugh-out-loud funny...You won’t regret a moment of the journey.” --Chicago Tribune “Meno is a romantic at heart. Not the greeting card kind, or the Harlequin paperback version, but the type who thinks, deep down, that things matter, that life is worth living.” --Elgin Courier News “Funny and charming and sad and real. The adults are sparingly yet poignantly drawn, especially the fathers, who slip through without saying much but make a profound impression.” --Chicago Journal “Underneath his angst, Brian, the narrator of the Damned, possesses a disarming sense of compassion which allows him to worm his way into the reader’s heart. It is this simple contradiction that makes Meno’s portrait of adolescence so convincing: He has dug up and displayed for us the secret para-psyche, the desire to belong pitted against the need for individuality--a constant clash of hate and love.” --NewPages.com “Joe Meno knows Chicago’s south side the way Jane Goodall knew chimps and apes--which is to say, he really knows it. He also knows about the awkward adolescence. Best of all, he knows the value of entertainment. Hairstyles of the Damned is proof positive.” --John McNally, author of The Book of Ralph “Filled with references to dozens of bands and mix-tape set lists, the book’s heart and soul is in the changing discovery of punk’s social and political message...Meno’s alter ego, Brian Oswald, is a modern-day Holden Caulfield...It’s a funny, sweet, and, at times, hard-hitting story with a punk vibe.” --Mary Houlihan, Chicago Sun-Times “Meno’s language is rhythmic and expressive, things proper English never could. And you’ve got to hand it to the author, who pulled off a very good trick: The book is punk rock. It’s not just punk rock. It’s not just about punk rock; it embodies the idea of punk rock; it embodies the idea of punk rock’s authority, it won’t groom itself properly, and it irritates. Yet its rebellious spirit is inspiring and right on the mark.” --SF Weekly Hairstyles of the Damned is the debut novel of our Punk Planet Books imprint, which originates from Punk Planet magazine. Hairstyles of the Damned is an honest, true-life depiction of growing up punk on Chicago’s south side: a study in the demons of racial intolerance, Catholic school conformism, and class repression. It is the story of the riotous exploits of Brian, a high school burnout, and his best friend, Gabe, a former member of brawling. Based on the actual events surrounding a Chicago high school’s segregated prom, this work of fiction unflinchingly pursues the truth in discovering what it means to be your own person.

Research Handbook on Entrepreneurship and Leadership

Vivienne Westwood

Harnessing the Power of Networks and the Strength of Weak Links

Superconnect

Be. More. BrewDog.

The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

Hairstyles of the Damned

This Research Handbook argues that the study of entrepreneurs as leaders is a gap in both the leadership and the entrepreneurship literatures. With conceptual and empirical chapters from a wide range of cultures and entrepreneurship and leadership ecosystems, the Research Handbook for the first time produces a systematic overview of the entrepreneurial leadership field, providing a state of the art perspective and highlighting unanswered questions and opportunities for further research. It consolidates existing theory development, stimulates new conceptual thinking and includes path-breaking empirical explorations.

"The missing link that will prepare your business and your mind for the next stage of business growth." --from the Foreword by Gino Wickman, author of Entrepreneurial Leap and Traction Does your business own you more than you own it? Are you afraid it will collapse without you? Are you sacrificing your family, friends, and freedom to keep your business in business? What if, instead, your company could run on automatic while it continued to grow and turn a profit? It 's possible—and the revised and expanded edition of Clockwork makes it easier than ever. If you're like most entrepreneurs, you started your company so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. In Clockwork, Revised & Expanded, entrepreneurship expert Mike Michalowicz improves on his step-by-step method for getting more done by doing less – making it easier than ever to have your business run itself. The culmination of more than ten years research, with hundreds of new real-life case studies and improved processes drawn—drawn directly from Mike 's hugely successful training program—Clockwork, Revised & Expanded is your recipe for an ultra-efficient business. Among the many new and improved strategies, you will learn how to: Transfer any task off your plate and trust that your team will get it done right. Elevate your role in your company (and life) with one single word. Pinpoint the critical function your business must master to avoid mediocrity. Leverage the extraordinary power of the 3.2 hour productivity rule. And finally—do what you want, when you want, in your business and your life. Clockwork Revised & Expanded even includes an entirely new section that details how to improve each team member 's efficiency – both individually and within teams – without leadership involvement. With Mike's Clockwork system, you will make your business finally work for you.

When it began, punk was an underground revolution that raged against the mainstream; now punk is the mainstream. Tracing the origins of Grammy-winning icons Green Day and the triumphant resurgence of neo-punk legends Bad Religion through MTV's embrace of pop-punk bands like Yellowcard, music journalist Matt Diehl explores the history of new punk, exposing how this once cult sound became a blockbuster commercial phenomenon. Diehl follows the history and controversy behind neo-punk—from the Offspring's move from a respected indie label to a major, to multi-platinum bands Good Charlotte and Simple Plan's unrepentant commercial success, through the survival of genre iconoclasts the Distillers and the rise of "emo" superstars like Fall Out Boy. My So-Called Punk picks up where bestselling authors Legs McNeil and Jon Savage left off, conveying how punk went from the Sex Pistol's "Anarchy in the U.K." to anarchy in the O.C. via the Warped Tour. Defining the sound of today's punk, telling the stories behind the bands that have brought it to the masses and discussing the volatile tension between the culture's old and new factions, My So-Called Punk is the go-to book for a new generation of punk rock fans.

Jim Lindberg is a Punk Rock Dad. When he drives his kids to school in the morning, they listen to the Ramones, the Clash, or the Descendents—and that's it. They can listen to Britney and Justin on their own time. Jim goes to soccer games, dance rehearsals, and piano recitals like all the other dads, but when he feels the need, he also goes to punk shows, runs into the slam pit, and comes home bruised and beaten . . . but somehow feeling strangely better. While the other dads dye their hair brown to cover the gray, Jim occasionally dyes his blue or green. He makes his daughters' lunches, kisses their boo-boos, and tucks them in at night—and then goes into the garage and plays Black Flag and Minor Threat songs at a criminal volume. He pays his taxes, votes in all the presidential and gubernatorial elections, serves on jury duty, and reserves the right to believe that there is a vast Right Wing Conspiracy—and that the head of the P.T.A. is possibly in on it. He is a Punk Rock Dad.

Brand Love

Punk Rock Dad

Beastie Boys Book

Clockwork, Revised and Expanded

Break All Rules!

How to Build a Brand Worth Talking about

Punk 57

The one primer you need to develop your entrepreneurial skills. Whether you're imagining your new business to be the next big thing in Silicon Valley, a pivotal B2B provider, or an anchor in your local community, the HBR Entrepreneur's Handbook is your essential resource for getting your company off the ground. Starting an independent new business is rife with both opportunity and risk. And as an entrepreneur, you're the one in charge: your actions can make or break your business. You need to know the tried-and-true fundamentals--from writing a business plan to getting your first loan. You also need to know the latest thinking on how to create an irresistible pitch deck, mitigate risk through experimentation, and develop unique opportunities through business model innovation. The HBR Entrepreneur's Handbook addresses these challenges and more with practical advice and wisdom from Harvard Business Review's archive. Keep this comprehensive guide with you throughout your startup's life--and increase your business's odds for success. In the HBR Entrepreneur's Handbook you'll find: Step-by-step guidance through the entrepreneurial process Concise explanations of the latest research and thinking on entrepreneurship from Harvard Business Review contributors such as Marc Andreessen and Reid Hoffman Time-honed best practices Stories of real companies, from Airbnb to eBay You'll learn: Which skills and characteristics make for the best entrepreneurs How to gauge potential opportunities The basics of business models and competitive strategy How to test your assumptions--before you build a whole business How to select the right legal structure for your company How to navigate funding options, from venture capital and angel investors to accelerators and crowdfunding How to develop sales and marketing programs for your venture What entrepreneurial leaders must do to build culture and set direction as the business keeps growing HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, real-life stories, and concise explanations of research published in Harvard Business Review, each comprehensive volume helps you to stand out from the pack--whatever your role.

BrewDog's first beer book is a brilliant intro to the world of craft beer. It includes a look at what makes craft beer great and how it's made, explains how to understand different beer styles, how to cook with beer and match beers and food, right through to how to brew your own at home. It's not just about BrewDog's beers either - plenty of other excellent breweries and their beers from around the world are featured. This book is both a window into the BrewDog world and a repository of essential craft beer information. Designed in the highly individual style of the brand, the book also includes quirky features such as spaces to place your drop of beer once you've ticked a particular beer off your 'to-drink' list and pull-out beer mats.

In this bold and candid memoir, music legend Billy Idol shares his life story, from his childhood in England to his rise to fame during the height of the punk pop revolution, revealing intimate details about the sex, drugs, and rock and roll that he is so fabulously famous for--all told in his own utterly indelible voice. An integral member of the punk rock revolution whose music crossed over into '80s pop mainstream--and one of MTV's first stars--Billy Idol remains an iconic music legend. Now, in his long awaited Dancing With Myself, he delivers a lively, candid account of his journey to fame, including intimate and unapologetic details about his life's highs and lows, all rendered with the in your face attitude and exuberance his fans have embraced. Idol brings to life the key events that shaped his life, his music, and his career, including his early childhood in England, his year at Sussex University, and his time spent hanging out with the Sex Pistols and as a member of punk bands Chelsea and Generation X. He shares outtakes from his wildly and unexpectedly successful solo career and stories behind his string of popular hits, including "White Wedding," "Eyes Without a Face," and "Rebel Yell," which involved close collaboration with Steve Stevens and ultimately led to the creation of some of the most groundbreaking music videos ever seen. Featuring sixteen pages of full color, behind the scenes photos, Dancing With Myself is both a tale of survival and a celebration of the heady days when punk was born, a compelling and satisfying insider's tale from a man who made music history firsthand

Teenage baker Syd sends ripples of heartbreak through Austin's queer community when a batch of post-being-dumped brownies turns out to be magical—and makes everyone who eats them break up. “What’s done is done.” Unless, of course, it was done by my brownies. Then it’s getting undone. Syd (no pronouns, please) has always dealt with big, hard-to-talk-about things by baking. Being dumped is no different, except now Syd is baking at the Proud Muffin, a queer bakery and community space in Austin. And everyone who eats Syd’s breakup brownies . . . breaks up. Even Vin and Alec, who own the Proud Muffin. And their breakup might take the bakery down with it. Being dumped is one thing; causing ripples of queer heartbreak through the community is another. But the cute bike delivery person, Harley (he or they, check the pronoun pin, it’s probably on the messenger bag), believes Syd about the magic baking. And Harley believes Syd’s magical baking can fix things, too—one recipe at a time.

Sellout

How to Fuck Everything Up and Still Make It

Suburban Metal Dad

Punk Rock and the Making of a Style

Everything You Need to Launch and Grow Your New Business

The Harvard Business Review Entrepreneur's Handbook

Micromastery

The marketing landscape has changed dramatically in recent years, especially for tourism and hospitality practitioners. Marketing for these industries is now a multi-dimensional, collaborative venture driven by technological change and the growing demand for authentic co-created experiences. Marketing for Tourism and Hospitality provides students with a contemporary, accessible and useful resource as they prepare to encounter the complexities and challenges of tourism and hospitality marketing globally. A clear articulation of the changing landscape, a comprehensive introduction to the three underpinning themes of collaboration, technology and experiences, and a plentiful supply of international case material provide students with an enjoyable and digestible resource that is both academically rigorous and practice-oriented, helping them prepare for day-to-day problems in the dynamic world of marketing. This contemporary, challenging and highly applied text is an indispensable resource for all students of tourism and hospitality degree programmes.

Rip up the rule book the BrewDog way! Iconic, controversial, and hugely colourful, BrewDog has never done business the way other companies do. This snappy staff manual, written by co-founder James Watt, reveals how it thinks, works and makes some of the best loved craft beers in the world like Punk IPA and Tactical Nuclear Penguin. Founded by two men and a dog, its groundbreaking business model - crowdfunded by 'Equity Punks' - has attracted admiring glances from many established and aspiring entrepreneurs. Over 10 years on, it is still anarchic, radical and ever successful, with an ever-growing global presence. This book lays its soul bare, revealing its mission to create a whole new type of business, spread the passion for great craft beer and 'turn the global beer scene on its head'. With chapters covering their BrewDog Charter, Dogmas, Journey and Signature Benefits, the unconventional, unexpected and innovative world of BrewDog gives advice for holding fast, gripping the wheel and driving like you [expletive removed] stole it!

The struggle of three brothers to stay together after their parent's death and their quest for identity among the conflicting values of their adolescent society.

*The Wall Street Journal Bestseller featured in Bloomberg, Fast Company, Masters of Scale, the Motley Fool, Marketplace and more. An indispensable guide to building a startup and breaking down the barriers for diverse entrepreneurs from the visionary venture capitalist and pioneering entrepreneur Kathryn Finney. Build the Damn Thing is a hard-won, battle-tested guide for every entrepreneur who the establishment has left out. Finney, an investor and startup champion, explains how to build a business from the ground up, from developing a business plan to finding investors, growing a team, and refining a product. Finney empowers entrepreneurs to take advantage of their unique networks and resources; arms readers with responses to investors who say, “great pitch but I just don’t do Black women”; and inspires them to overcome naysayers while remaining “100% That B*tch.” Don’t wait for the system to let you in—break down the door and build your damn thing. For all the Builders striving to build their businesses in a world that has overlooked and underestimated them: this is the essential guide to knowing, breaking, remaking and building your own rules of entrepreneurship in a startup and investing world designed for and by the “Entitleds.”*

A Book About Innocent

Punk Rock Blitzkrieg

The Outsiders

Learn Small, Learn Fast, and Unlock Your Potential to Achieve Anything

Start Your Business Revolution - the BrewDog Way

No Rules, Just Real Life

The Heartbreak Bakery

Chronicles every appearance of a punk or new waver to hit the screen in the 20th century, covering more than 1,100 feature films and including exclusive interviews with the creators and cast of such essential movies as Valley Girl, Repo Man and more. Original.

From New York Times Bestselling Author, Penelope Douglas, comes the latest standalone love-hate romance... "We were perfect together. Until we met." Misha I can't help but smile at the lyrics in her letter. She misses me. In fifth grade, my teacher set us up with pen pals from a different school. Thinking I was a girl, with a name like Misha, the other teacher paired me up with her student, Ryen. My teacher, believing Ryen was a boy like me, agreed. It didn't take long for us to figure out the mistake. And in no time at all, we were arguing about everything. The best take-out pizza. Android vs. iPhone. Whether or not Eminem is the greatest rapper ever... And that was the start. For the next seven years, it was us. Her letters are always on black paper with silver writing. Sometimes there's one a week or three in a day, but I need them. She's the only one who keeps me on track, talks me down, and accepts everything I am. We only had three rules. No social media, no phone numbers, no pictures. We had a good thing going. Why ruin it? Until I run across a photo of a girl online. Name's Ryen, loves Gallo's pizza, and worships her iPhone. What are the chances? F*ck it. I need to meet her. I just don't expect to hate what I find. Ryen He hasn't written in three months. Something's wrong. Did he die? Get arrested? Knowing Misha, neither would be a stretch. Without him around, I'm going crazy. I need to know someone is listening. It's my own fault. I should've gotten his phone number or picture or something. He could be gone forever. Or right under my nose, and I wouldn't even know it. *Punk 57 is a stand alone New Adult romance. It is suitable for ages 18+.

Fully revised and expanded for the first time in a decade, this is Guy Kawasaki's classic, bestselling guide to launching and making your new product, service, or idea a success. Whether you're an aspiring entrepreneur, small-business owner, intrapreneur, or not-for-profit leader, there's no shortage of advice on topics such as innovating, recruiting, fund raising, and branding. In fact, there are so many books, articles, websites, blogs, webinars, and conferences that many startups get paralyzed, or they focus on the wrong priorities and go broke before they succeed. The Art of the Start 2.0 solves that problem by distilling Guy Kawasaki's decades of experience as one of the most hardworking and irreverent strategists in the business world. Guy has totally overhauled this iconic, essential guide for anyone starting anything. It's 64 percent longer than version 1.0 and features his latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics. Guy understands the seismic changes in business over the last decade: Once-invulnerable market leaders are

struggling. Many of the basics of getting established have become easier, cheaper, and more democratic. Business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. The cloud makes basic infrastructure affordable for almost any new venture. The Art of the Start 2.0 will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team, creating an awesome product or service, and facing down your competition. As Guy likes to say, “Entrepreneur is a state of mind, not a job title.” His book will help you make your crazy ideas stick, through an adventure that's more art than science - the art of the start.

In the tradition of John Green’s The Fault in Our Stars and Me and Earl and the Dying Girl, this incredibly moving and harrowing true story of a teenager diagnosed with cancer is “a resounding affirmation of how music can lift one’s spirits beyond gray skies and bad news (Kirkus Reviews).” Punk’s not dead in rural West Virginia. In fact, it blares constantly from the basement of Rob and Nat Rufus—identical twin brothers with spiked hair, black leather jackets, and the most kick-ass record collection in Appalachia. To them, school (and pretty much everything else) sucks. But what can you expect when you’re the only punks in town? When the brothers start their own band, their lives begin to change: they meet friends, they attract girls, and they finally get invited to join a national tour and get out of their rat box little town. But their plans are cut short when Rob is diagnosed with a rare form of cancer that has already progressed to Stage Four. Not only are his dreams of punk rock stardom completely shredded, there is a very real threat that this is one battle that can’t be won. While Rob suffers through nightmarish treatments and debilitating surgery, Nat continues on their band’s road to success alone. But as Rob’s life diverges from his brother’s, he learns to find strength within himself and through his music. Die Young with Me is a “raw, honest picture of the weirdness of growing up” (Marky Ramone) and the story of a brave teen’s battle with cancer and the many ways music helped him cope through his recovery.

Be. More. BrewDog

Business for Punks

Punk Rock, Ronald Reagan, and the Real Culture War of 1980s America

The Major Label Feeding Frenzy That Swept Punk, Emo, and Hardcore (1994-2007)

How to Start a Successful Business If You’re Not a Rich White Guy

My 50 Biggest Mistakes As Brewdog CEO

"A radical guide for starting a revolutionary business, from the charismatic, unconventional co-founder of UK-based craft beer company BrewDog and cohort of EsquireTV's BREWDOGS. After practicing law for all of two weeks, James Watt walked out on his legal career to start BrewDog craft brewery with his best friend, Martin Dickie. They didn't do it with a business plan; they did it with a mission to revolutionize beer drinking in the UK, to put flavor back into beer glasses and make other people as passionate about craft beer as they are. Since 2007, BrewDog has become the fastest growing food and drink manufacturer in the UK, employing over 500 people, and shipping their award-winning BrewDog beer to over 50 countries, including the US. Watt is also the star of the BREWDOGS TV show, which airs on the Esquire Network."

"From celebrated music writer Dan Ozzi comes a comprehensive chronicle of the punk music scene's evolution from the early nineties to the mid-aughts, following eleven bands as they dissolved, "sold out," and rose to surprise stardom. From its inception, punk music has been identified by two factors: its proximity to "authenticity," and its reliance on an antiestablishment ethos. Yet, in the mid- to late '90s, major record labels sought to capitalize on punk's rebellious undertones, leading to a schism in the scene: to accept the cash flow of the majors, or stick to indie cred?Sellout chronicles the evolution of the punk scene during this era, focusing on prominent bands as they experienced the last "gold rush" of the music industry. Within it, music writer Dan Ozzi follows the rise of successful bands like Green Day and Jimmy Eat World, as well as the implosion of groups like Jawbreaker and At the Drive-In, who buckled under the pressure of their striving labels. Featuring original interviews and personal stories from members of eleven of modern punk's most (in)famous bands, Sellout is the history of the evolution of the music industry, and a punk rock lover's guide to the chaotic darlings of the post-grunge era."

Want to be a lifelong learner? Think small. Forget spending 10,000 hours in the pursuit of perfecting just one thing. The true path to success and achievement lies in the pursuit of perfecting lots and lots of small things--for a big payoff. Combining positive psychology, neuroscience, self-help and more, this delightfully illuminating book encourages us to circumvent all the reasons we "can't" learn and grow (we're too busy, it's too complicated, we're not experts, we didn't start when we were young) -- by tackling small, satisfying skills. Wish you were a seasoned chef? Learn to make a perfect omelette. Dream of being a racecar driver? Perfect a handbrake turn. Wish you could draw? Make Zen circles your first challenge. These small, doable tasks offer a big payoff -- and motivate us to keep learning and growing, with payoffs that include a boost in optimism, confidence, memory, cognitive skills, and more. Filled with surprising insights and even a compendium of micromastery skills to try yourself, this engaging and inspiring guide reminds us of the simple joy of learning -- and opens the door to limitless, lifelong achievement, one small step at a time. Micromasteries presented in the book (with illustrations) include: Learn How to Climb a Rope, Surf Standing Up, Talk for Fifteen Minutes about Any Subject, Bake Artisan Bread, Juggle Four Balls, Learn to Read Japanese in Three Hours, and more.

Vivienne Westwood was the Queen of Punk Rock and her fashions have scandalized and fascinated the world since the Sixties. Parading models bare-breasted down the catwalks of Paris, posing pantless outside Buckingham Palace-she has an insatiable appetite for anarchic outrageousness. She has never lost her power to shock, and her continued innovations make her one of the most talked about fashion designers in the world. But little is know about this essentially private woman. What is she like What is the secret of her success.Gleaned from more than thirty years of interviews with Westwood herself, Vivienne Westwood describes for the first time in detail Westwood's childhood and early years; it also exposes the inside story of her stormy and bizarre relationship with musician and fashionista Malcolm McLaren. The author looks at the origins of Westwood's witty and erotic sensibility, placing it in the context of the sixties, and throwing light on the dynamics of punk and on Westwood's later ability to tap into the inner logic of fashion - a Romantic perversity which is at the heart of mass consumption itself. As a dirty history of the Sixties shared by Westwood, McLaren and the author, and as a story of the triumph of a mad, bad, outrageous girl, Vivienne Westwood succeeds brilliantly.

The Art of the Start 2.0

Emotion By Design

Super Pumped: The Battle for Uber

Applying a Punk Rock Attitude in the Modern Business Era

Die Young with Me

Destroy All Movies!!!

New York City and the Literary Punks, Renegade Artists, DIY Filmmakers, Mad Playwrights, and Rock 'N' Roll Glitter Queens Who Revolutionized Culture

Offers advice for CEOs to respond to scandals, unsubstantiated reports, Internet rumors, and other crises that could damage a company's reputation and explains the necessity of quick, responsible reactions when disaster strikes.

Named one of the best books of the year by NPR, Fortune, Bloomberg, Sunday Times A New York Times Book Review Editor’s Choice “If you want to understand modern-day Silicon Valley, you need to read this book.” –John Carreyrou, New York Times best-selling author of Bad Blood Hailed as the definitive book on Uber and Silicon Valley, Super Pumped is an epic story of ambition and deception, obscene wealth, and bad behavior that explores how blistering technological and financial innovation culminated in one of the most catastrophic twelve-month periods in American corporate history. Backed by billions in venture capital dollars and led by a brash and ambitious founder, Uber promised to revolutionize the way we move people and goods through the world. What followed would become a corporate cautionary tale about the perils of startup culture and a vivid example of how blind worship of startup founders can go wildly wrong.

*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.*

We started making smoothies in 1999. On that first day we sold twenty-four bottles, and now we sell over 2 million a week, so we've grown since then. This book is about the stuff we've learned since selling those first few smoothies. About having ideas and making drinks, about running a business and getting started, about nature and fruit, about company life and working with friends, about the stuff we've got right and the stuff we got wrong, and about squirrels . . . and camping . . . and doing the right thing. We thought we'd write it all down in a book so we don't forget any of it, and to maybe help other people too. We started innocent from scratch, so we've learnt a lot of things by getting stuff wrong. Some other lessons have come from listening carefully to people clever than us. And some stuff we just got lucky on. But all of it, the good the bad and the useful, is in here. Plus, perhaps our mums will finally believe us when we tell them we haven't rung home for a while because we've been a bit busy these past few years.

Design Your Business to Run Itself

Punk Rock, Revolution, and the Fall of the Berlin Wall

Creative Leadership Lessons from a Life at Nike

Craft Beer for the People

The PR Crisis Bible

A Memoir

Broken Scars

The “entertaining and enlightening” (Stephen King) final word on the genius and mischief of the Ramones, told by the man who created the beat behind their iconic music and lived to tell about it. When punk rock reared its spiky head in the early seventies, Marc Bell had the best seat in the house. Already a young veteran of the prototype American metal band Dust, Bell took residence in artistic, seedy Lower Manhattan, where he played drums in bands that would shape rock music for decades to come, including Wayne County, who pioneered transsexual rock, and Richard Hell and the Voidoids, who directly inspired the entire early British punk scene. If punk had royalty, in 1978 Marc became part of it when he was knighted “Marky Ramone” by Johnny, Joey, and Dee Dee of the iconoclastic Ramones. The band of tough misfits were a natural fit for Marky, who dressed punk before there was punk, and who brought his “blitzkrieg” style of drumming as well as the studio and stage experience the band needed to solidify its lineup. Together, they changed the world. But Marky Ramone changed, too. The epic wear and tear of a dysfunctional group (and the Ramones were a step beyond dysfunction) endlessly crisscrossing the country and the world in an Econoline—practically a psychiatric ward on wheels—drove Marky from partying to alcoholism. When his life started to look more out of control then Dee Dee’s, he knew he had a problem. Marky left music in the mid-eighties to enter recovery and eventually returned to help the Ramones finally receive their due as one of the greatest and most influential bands of all time. Covering in unflinching detail the cult film Rock ‘N’ Roll High School to “I Wanna Be Sedated” to Marky’s own struggles, Punk Rock Blitzkrieg is an authentic and always honest look at the people who reinvented rock music, and not a moment too soon.

Business For PunksBreak All the Rules--the BrewDog WayPenguin

“A rallying call against authoritarianism everywhere.” —Ruth Franklin, author of the NBCC Award–winning Shirley Jackson: A Rather Haunted Life It began with a handful of East Berlin teens who heard the Sex Pistols on a British military radio broadcast to troops in West Berlin, and it ended with the collapse of the East German dictatorship. Punk rock was a life-changing discovery. The buzz-saw guitars, the messed-up clothing and hair, the rejection of society and the DIY approach to building a new one: in their gray surroundings, where everyone’s future was preordained by some communist apparatchik, punk represented a revolutionary philosophy—quite literally, as it turned out. But as these young kids tried to form bands and became more visible, security forces—including the dreaded secret police, the Stasi—targeted them. They were spied on by friends and even members of their own families; they were expelled from schools and fired from jobs; they were beaten by police and imprisoned. Instead of conforming, the punks fought back, playing an indispensable role in the underground movements that helped bring down the Berlin Wall. This secret history of East German punk rock is not just about the music; it is a story of extraordinary bravery in the face of one of the most oppressive regimes in history. Rollicking, cinematic, deeply researched, highly readable, and thrillingly topical, BurningDown the Haus brings to life the young men and women who successfully fought authoritarianism three chords at a time—and is a fiery testament to the irrepressible spirit of revolution.

For readers of Outliers or The Wisdom of Crowds — or internationally bestselling author Richard Koch's many followers — this entertaining book draws on the latest in network science research to show how any of us can increase the chances of success in our personal and work lives. What's so special about the rich and famous? Unusually successful people often think they've done well because of their talent or luck — or simple grit and hard work. But individual characteristics matter far less than the social connections we exploit. And counterintuitively, it's our weak links — your neighbour's landscaper or that ad agency guy you happened to meet at your sister's birthday party last year — that matter most of all. Drawing on research from the fields of sociology, math, and physics, internationally bestselling author and entrepreneur Richard Koch and his co-author Greg Lockwood show how networks impact our everyday lives. Rich with entertaining anecdotes and written in Richard Koch's trademark conversational style, Superconnect reveals the hidden patterns behind everyday events. Most importantly, it shows how any of us can increase the chances of happy outcomes in our own lives, careers, or businesses.

Burning Down the Haus

Dancing with Myself

Marketing for Tourism and Hospitality

Break All the Rules--the BrewDog Way

Our story and some things we've learned

Collaboration, Technology and Experiences

Green Day, Fall Out Boy, The Distillers, Bad Religion---How Neo-Punk Stage-Dived into the Mainstream

Author Jeremy Dale believes that too many businesses create an environment that encourages mediocrity and corporate norms that deliver lukewarm results at best. In The Punk Rock of Business, Dale offers a road map away from average and towards innovation through a mindset rooted in punk rock principles. In this fast-paced, actionable guidebook, readers will find: -Eight punk rock principles to help you redefine your place in the corporate world–for the better -A set of characteristics to strive for that will liberate you and accelerate your success -Countless examples—drawing on both the classic stories from the music genre’s industry-changing legacy and Dale’s years of business success—to illustrate these principles and characteristics in action -Straightforward lessons and actions to start taking today—right now—to break through corporate norms and build something greater Punk rockers had a cause. They aimed for authenticity and refused to conform. In doing so, they created a dramatic change that shook society to its core. It was a much needed wake-up call for the conservative part of the music industry. Jeremy Dale wants you to do the same in the business world, and in The Punk Rock of Business, he gives you the tools you need to accomplish that goal.

Ruined. Tortured. Broken. What could have been the perfect childhood, turned into a hell that the devil himself would shy away from. I was forced to deal with an evil that would make the darkest of souls cringe. Lily Noel was scarred but beautiful. She was perfectly flawed and everything that I needed. Attraction bordered on obsession. Passion bordered on ecstasy. Addiction bordered on insanity. Nothing could get in the way of our love. Nothing...

Go fast or go home. Forget sales. Be a selfish bastard and ignore advice. These are the mantras that have fuelled BrewDog, the fastest-growing UK food and drinks company for four years running. Created by a pair of young Scots with a passion for beer, Brewdog has catalysed a craft ale revolution, gone global, and inadvertently created a whole new approach to business. In Business for Punks, BrewDog co-founder (and Great British Entrepreneur 2014) James Watt bottles the essence of their success. From finances (‘cash is motherfucking king’) to marketing (‘lead with the crusade, not the product’) this is an anarchic, indispensable guide to thriving on your own terms.

Suburban Metal Dad, Compendium One: Raging Bullsh*t collects Years III and IV of the terrible webcomic by D.X. Ferris. Metal Dad grew up listening to Megadeth and raging against the machines. But now he's older, he has a family, and he needs to harmoniously exist with the people around him. So he can't punch his pinhead boss when he wants to. And he usually wants to. Some of the comics are gag-a-day strips. Some are episodes from multi-part storylines. Some are single panels. Some are esoteric (read: poorly written pop-culture references). Sometimes they're bitter. Sometimes they have heart. Sometimes they're running bits. Some are random ideas that have nothing to do with anything. Sometimes they're metal. But they all have a low-tech punk-rock quality (or lack thereof). You're pissed, but you know you got it good. This is the struggle. This is Suburban Metal Dad. Compendium One features 162 black & white comic strips, eight even-worse demo strips, an updated SMD FAQ, a foreword, and a true-life Metal Dad story (so there's stuff to read too, in addition to stick figures and sloppy lettering).

How to Take Charge of the Media When All Hell Breaks Loose

My So-Called Punk

My Life as a Ramone

Build the Damn Thing

The Punk Rock of Business

BrewDog

We're Not Here to Entertain

“McLeod’s deft and generous book tells of a constellation of avant-garde squatters, divas, and dissidents who reinvented the world.” —Jonathan Lethem, New York Times–bestselling author of Motherless Brooklyn The 1960s to early ’70s was a pivotal time for American culture, and New York City was ground zero for seismic shifts in music, theater, art, and filmmaking. The Downtown Pop Underground takes a kaleidoscopic tour of Manhattan during this era and shows how deeply interconnected all the alternative worlds and personalities were that flourished in the basement theaters, dive bars, concert halls, and dingy tenements within one square mile of each other. Author Kembrew McLeod links the artists, writers, and performers who created change, and while some of them didn’t become everyday names, others, like Patti Smith, Andy Warhol, and Debbie Harry, did become icons. Ambitious in scope and scale, the book is fueled by the actual voices of many of the key characters who broke down the entrenched divisions between high and low, gay and straight, and art and commerce—and changed the cultural landscape of not just the city but the world. “The story of underground artists of the 1960s and ’70s, an amalgam of bustling radical creativity and fearless groundbreaking work in art, music, and theater.” —Tim Robbins “Breathes new fire into a familiar history and is a must-read for anyone who wants to know how American bohemia really happened.” —Ann Powers, critic, NPR Music “Honors those who were at the forefront of a movement that transformed our understandings of sexuality and artistic freedom.” —Lily Tomlin

Many remember the 1980s as the era of Ronald Reagan, a conservative decade populated by preppies and yuppies dancing to a soundtrack of electronic synth pop music. In some ways, it was the "MTV generation." However, the decade also produced some of the most creative works of punk culture, from the music of bands like the Minutemen and the Dead Kennedys to avant-garde visual arts, literature, poetry, and film. In We're Not Here to Entertain, Kevin Mattson documents what Kurt Cobain once called a "punk rock world" --the all-encompassing hardcore-indie culture that incubated his own talent. Mattson shows just how widespread the movement became--ranging across the nation, from D.C. through Ohio and Minnesota to LA--and how democratic it was due to its commitment to Do-It-Yourself (DIY) tactics. Throughout, Mattson puts the movement into a wider context, locating it in a culture war that pitted a blossoming punk scene against the new president. Reagan's talk about end days and nuclear warfare generated panic; his tax cuts for the rich and simultaneous slashing of school lunch program funding made punks, who saw themselves as underdogs, seethe at his meanness. The anger went deep, since punks saw Reagan as the country's entertainer-in-chief; his career, from radio to Hollywood and television, synched to the very world punks rejected. Through deep archival research, Mattson reignites the heated debates that punk's opposition generated in that era-about everything from "straight edge" ethics to anarchism to the art of dissent. By reconstructing the world of punk, Mattson demonstrates that it was more than just a style of purple hair and torn jeans. In so doing, he reminds readers of punk's importance and its challenge to simplistic assumptions about the 1980s as a one-dimensional, conservative epoch.

*Compendium One: Raging Bullsh*t (Years III and IV)*

The Downtown Pop Underground