



# **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.

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