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Quench Your Own Thirst Business

“Quench Your Own Thirst introduces an engaging, down-to-earth, fifth-generation brew master who also happens to be a savvy, creative,

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disciplined business mastermind. Jim Koch's story of how he built his beer company - and, incidentally, helped start a new industry in craft beer - serves candid, inspiring insights useful for entrepreneurs in any field.

Quench Your Own Thirst: Business Lessons Learned Over a ...

"Jim Koch's book 'Quench Your Own Thirst' is mostly a business book, but it's far more interesting than the typical book about how to run a better business! Koch draws upon his experience in founding Boston Beer Company, the maker of Samuel Adams beer, to craft a book that's also an engaging memoir of turning his passion for good beer into a multi-million dollar company.

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In Quench Your Own Thirst, Koch offers unprecedented insights into the whirlwind ride from scrappy start-up to thriving public company. His innovative business model and refreshingly frank stories offer counterintuitive lessons that you can apply to business and to life.

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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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Thirst: Business Lessons ...

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The title Quench Your Own Thirst is, of course, a challenge to build a business you love. And Koch intends to show you

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how, weaving business lessons seamlessly into the narrative. For example, he...

How Jim Koch Built the Boston Beer Company | Inc.com

In Quench Your Own Thirst, Koch offers unprecedented insights into the whirlwind ride from scrappy start-up to thriving public company. His innovative business model and refreshingly frank stories offer counterintuitive lessons that you can apply to business and to life.

Quench Your Own Thirst | Jim Koch | Macmillan

In his National Best Seller, Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two, Jim offers unprecedented insights into the whirlwind ride from scrappy start-up to thriving public company.

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Boston Beer Company founder and chairman Jim Koch visited Google's office in Cambridge, MA to discuss his book, "Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two".

Jim Koch: "Quench Your Own Thirst" | Talks at Google

To keep himself focused on what matters — beer — Koch intentionally avoids flashy displays of wealth, he writes in his business memoir, "Quench Your Own Thirst."

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Why the billionaire founder of Sam Adams flies coach ...

Culloden Moore Inn is pretty rough, but they pour good pints. Sit in a corner and mind your own business. The Old Bridge at Feshiebridge has good weekend music and very good food. The Castle Tavern in Inverness -- real ales well poured. Garden looks out on the castle. Mossett Tavern at Forres. Most of my choices are dog-friendly.

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