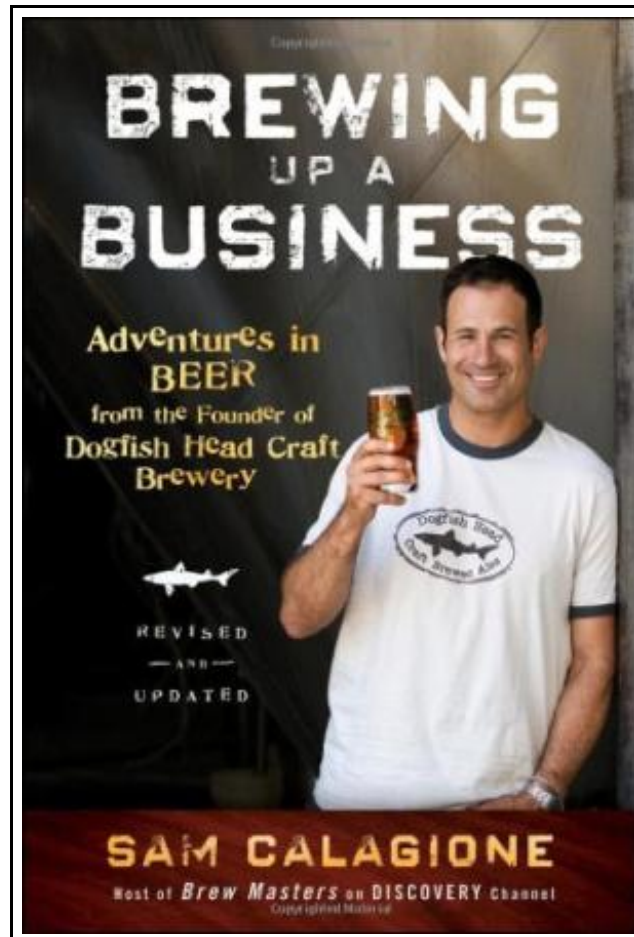


Brewing Up a Business Adventures in Beer from the Founder of Dogfish Head Craft Brewery



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Reviews



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(Horace Schroeder)

BREWING UP A BUSINESS ADVENTURES IN BEER FROM THE FOUNDER OF DOGFISH HEAD CRAFT BREWERY



Wiley. Paperback. Book Condition: New. Paperback. 312 pages. Dimensions: 8.9in. x 5.9in. x 1.0in. Updated business wisdom from the founder of Dogfish Head, the nations fastest growing independent craft brewery Starting with nothing more than a home brewing kit, Sam Calagione turned his entrepreneurial dream into a foamy reality in the form of Dogfish Head Craft Brewery, one of Americas best and fastest growing craft breweries. In this newly updated Second Edition, Calagione offers a deeper real-world look at entrepreneurship and what it takes to operate and grow a successful business. In several new chapters, he discusses Dogfishs most innovative marketing ideas, including how social media has become an integral part of the business model and how other small businesses can use it to catch up with bigger competitors. Calagione also presents a compelling argument for choosing to keep his business small and artisanal, despite growing demand for his products. Updated to offer a more complete look at what it takes to keep a small business booming An inspiring story of renegade entrepreneurialism and the rewards of dreaming big, working hard, and thinking unconventionally Shows how to use social media to reach new customers and grow a business For any entrepreneur with a dream, Brewing Up a Business, Second Edition presents an enlightening, in-depth look at what it takes to succeed on their own terms. Q and A with Author Sam Calagione Author Sam Calagione When did you start Dogfish Head Brewery, and what was your inspiration We opened Dogfish Head in 1995. At that time, we were the smallest commercial brewery in the country. We wanted to make beers that werent referencing commercially dominant styles and beers that incorporate exotic ingredients from around the globe. Or as we call it: Off-centered ales for off-centered people. What effect has being the...

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