

Business For Punks Break All The Rules The Brewdog Way

A must-read guide for small business owners navigating a critical turning point: when you either level up or give up. It's never been easier to start a business--and it's never been harder to scale it. Half of new businesses in America don't make it past five years. Stacey Abrams and Lara Hodgson want to help today's entrepreneurs beat the odds by revealing the unseen tethers that keep small businesses from growing and thriving. Drawing on firsthand experience starting and scaling multiple companies over nearly two decades, Now® cofounders Abrams and Hodgson crystallize their hard-won advice into a single how-to, got-to guide for small business owners. In Level Up, they share intense behind-the-scenes stories of building their own businesses, as well as actionable, get-it-done principles for founders looking to propel their ventures forward. This is straight talk from the trenches on real issues like hiring, identifying a revenue strategy, recognizing when growth is a trap, and managing cash flow, from a duo that's been there. Abrams and Hodgson also elevate and share the experiences of other successful founders including, Jules Pieri of The Grommet, Alisa Clark of Glory Professional Services, and Sheila Jordan of Knowledge Architects. New businesses started by entrepreneurs drive net new job growth. Yet, for the last four decades, startups have increasingly struggled to overcome a system of red tape and barriers to capital and commerce. As a new generation of founders launches a flurry of firms in the wake of the pandemic recession, Abrams and Hodgson offer key insights and support to help entrepreneurs break free and get to the next level.

"Ranks up there with the great rock & roll books of all time."—Time Out New York "Lurid, insolent, disorderly, funny, sometimes gross, sometimes mean and occasionally touching . . . Resounds with authenticity."—The New York Times "No volume serves juicier dish on punk's New York birth . . . Tales of sex, drugs and music that will make you wish you'd been there."—Rolling Stone A contemporary classic, Please Kill Me is the definitive oral history of the most nihilistic of all pop movements. Iggy Pop, Richard Hell, the Ramones, and scores of other punk figures lend their voices to this decisive account of that explosive era. This 20th anniversary edition features new photos and an afterword by the authors. "Utterly and shamelessly sensational."—Newsday

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. Charts the progress of Anita Roddick and her company, The Body Shop, through the 1990s. Ranging from personal issues - such as self-esteem - to political issues like the human rights abuses associated with globalization, Roddick offers a vision for dealing with the demands of ethical business.

"A radical guide for starting a revolutionary business, from the charismatic, unconventional co-founder of UK-based craft beer company BrewDog and cohost 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."--

One of The Globe and Mail's Best Books of 2015 "A punk primer for the youngest set....Yi's incredibly detailed clay figures are a kinetic and inspired art choice. Their crazy creativity matches the expressive spirit of punk....As [Morse] points out, the best way to learn about punk is just to listen....If invested adults love the topic, a shared reading experience can't be beat." --Kirkus Reviews "Clay artist Yi molds...fantastically detailed Plasticine figures to create scenes of the birth of punk. Using a benign craft-project material for the skinny bodies and ragged clothing of Joey Ramone, Sid Vicious, and their rowdy, fist-waving audiences is very much in the spirit of punk (Plasticine is especially good for mohawks), and readers will spend long stretches inspecting her painstakingly modeled guitars, amplifiers, and safety pins." --Publishers Weekly "Why It's Wild: A history of punk music for kids illustrated in Gumby-esque claymation (minus the -mation)." --School Library Journal, 100 Scope Notes's "Wildest Children's Books of 2015" "What is Punk? is fun, sophisticated and beautifully illustrated introduction to the music genre for kids--or adults." --New York Daily News "Reading What is Punk? to [my kids] made me feel as if I was passing on something truly significant. Morse and Yi have created a comprehensive and articulate...documentary about the roots of punk rock." --The Globe and Mail "An essential way to pass down to your son or daughter the lesson that pop culture can be political." --The Globe and Mail, 100 Best Books of 2015 "A cool book of punk history for kids by Eric Morse, with great clay illustrations by Anny Yi." --Slate, Mom and Dad Are Fighting podcast "Eric Morse's book What Is Punk? explains the envelope-pushing genre to the younger set, and perhaps some adults, as well." --St. Louis Public Radio "Think Wallace and Grommet with liberty spikes and anarchy patches...While [Anny Yi's] images of Johnny Rotten and Henry Rollins are cute, they're presented as live action dioramas that are adorable, accurate and engaging." --San Diego City Beat "While

What Is Punk? is undeniably a children's book, it can serve as a history lesson for potential fans of any age....What Is Punk? exposes the reader to the rebellious sub-culture in a friendly, educative manner." --Alternative Press "A fun little book intended to serve as (rhyming) curriculum for little punks learning their Punk History 101....Sid, Glenn, and Milo meet Wallace and Gromit." --Razorcake "Pairing Yi's Wallace & Gromit-style clay pictorials with Morse's rhyming ride through the history of punk music across the globe, the children's book is ready to raise the next generation of riot grrrls....You're going to want to give What Is Punk? as a gift at every baby shower this year. Just don't be surprised if your niece ends up bleaching her hair blonde and tearing up her leather jacket at age 6." --Bustle "Written by Trampoline House founder Eric Morse in classically Suessical iambic, the book is lusciously illustrated with photographs of Play-Doh recreations of all mommy's and daddy's favorite punk heroes: the Ramones, Iggy and the Stooges--and Debbie Harry, David Byrne, David Johansen, Tom Verlaine, and Lou Reed all standing in front of CBGBs." --Bedford & Bowery What Is Punk? is a must-read pop-culture primer for children--an introduction to the punk revolution, recreated in vivid 3-D clay illustrations an

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.

Founder of The Boston Beer Company, brewer of Samuel Adams Boston Lager, and a key catalyst of the American craft beer revolution, Jim Koch offers his unique perspective when it comes to business, beer, and turning your passion into a successful company or career. In 1984, it looked like an unwinnable David and Goliath struggle: one guy against the mammoth American beer industry. When others scoffed at Jim Koch's plan to leave his consulting job and start a brewery that would challenge American palates, he chose a nineteenth-century family recipe and launched Samuel Adams. Now one of America's leading craft breweries, Samuel Adams has redefined the way Americans think about beer and helped spur a craft beer revolution. 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. Koch covers everything from finding your own Yoda to his theory on how a piece of string can teach you the most important lesson you'll ever learn about business. He also has surprising advice on sales, marketing, hiring, and company culture. Koch's anecdotes, quirky musings, and bits of wisdom go far beyond brewing. 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.

The definitive chronicle of underground music in the 1980s tells the stories of Black Flag, Sonic Youth, The Replacements, and other seminal bands whose DIY revolution changed American music forever. Our Band Could Be Your Life is the never-before-told story of the musical revolution that happened right under the nose of the Reagan Eighties -- when a small but sprawling network of bands, labels, fanzines, radio stations, and other subversives re-energized American rock with punk's do-it-yourself credo and created music that was deeply personal, often brilliant, always challenging, and immensely influential. This sweeping chronicle of music, politics, drugs, fear, loathing, and faith is an indie rock classic in its own right. The bands profiled include: Sonic Youth Black Flag The Replacements Minutemen Husker Du Minor Threat Mission of Burma Butthole Surfers Big Black Fugazi Mudhoney Beat Happening Dinosaur Jr.

'I couldn't put this book down. Malcolm inspired us to make art out of our boredom and anger. He set us free' Bobby Gillespie, Primal Scream Included in the Guardian 10 best music biographies 'Excellent . . . With this book, Gorman convincingly moves away from the ossified image of McLaren as a great rock'n'roll swindler, a morally bankrupt punk Mephistopheles, and closer towards his art-school roots, his love of ideas. Tiresome, unpleasant, even cruel - he was, this book underlines, never boring' Sunday Times 'Exhaustive . . . compelling' Observer 'Definitive . . . epic' The Times 'Gobsmacker of a biography' Telegraph 'This masterful and painstaking biography opens its doorway to an era of fluorescent disenchantment and outlandish possibility' Alan Moore Malcolm McLaren was one of the most culturally significant but misunderstood figures of the modern era. Ten years after his life was cruelly cut short by cancer, The Life & Times of Malcolm McLaren sheds fascinating new light on the public achievements and private life of this cultural iconoclast and architect of punk, whose championing of street culture movements including hip-hop and Voguing reverberates to this day. With exclusive contributions from friends and intimates and access to private papers and family documents, this biography uncovers the true story behind this complicated figure. McLaren first achieved public prominence as a rebellious art student by making the news in 1966 after being arrested for burning the US flag in front of the American Embassy in London. He maintained this incendiary reputation by fast-tracking vanguard and left-field ideas to the centre of the media glare, via his creation and stewardship of the Sex Pistols and work with Adam Ant, Boy George and Bow Wow Wow. Meanwhile McLaren's ground-breaking design partnership with Vivienne Westwood and his creation of their visionary series of boutiques in the 1970s and early '80s sent shockwaves through the fashion industry. The Life & Times of Malcolm McLaren also essays McLaren's exasperating Hollywood years when he broke bread with the likes of Steven Spielberg though his slate of projects, which included the controversial Heavy Metal Surf Nazis and Wilde West, in which Oscar Wilde introduced rock'n'roll to the American mid-west in the 1880s, proved too rich for the play-it-safe film business. With a preface by Alan Moore, who collaborated with McLaren on the unrealised film project Fashion Beast, and an essay by Lou Stoppard casting a twenty-first-century perspective over his achievements, The Life & Times Of Malcolm McLaren is the explosive and definitive account of the man dubbed by Melvyn Bragg 'the Diaghilev of punk'.

The birth of the 1970's punk movement as seen through the eyes of Chicana feminist and punk musician Alice Bag.

Business for PunksBreak All the Rules--the BrewDog WayPortfolio

Updated business wisdom from the founder of Dogfish Head, the nation's 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 America's 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 Dogfish's 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.

NOFX: The Hepatitis Bathtub and Other Stories is the first tell-all autobiography from one of the world's most influential and controversial punk bands. Alongside hilarious anecdotes about pranks and drunkenness and teenage failures—featuring the trademark NOFX sense of humor—the book also shares the ugliness and horror the band members experienced on the road to becoming DIY millionaires. Fans and non-fans alike will be shocked by stories of murder, suicide, addiction, counterfeiting, riots, bondage, terminal illness, the Yakuza, and pee—lots and lots of pee. Told by each of the band members (and two former members), NOFX looks back at more than thirty years of comedy, tragedy, and completely inexplicable success. È

'I was no longer fitting in at school. I was unsure of my friends, and they were increasingly unsure of me. I wanted to be a rock star. But while all around, voices were starting to break, acne beginning to appear, facial hair sprouting, I remained all flabby flesh and innate scruff, with a high-pitched whine and not a muscle to my name. I was the runt of the class and rarely allowed to forget it. I had no father at home to help me out, and could hardly talk to my mum. So I took solace in The Jam.' As a boy, Tony Fletcher frequently felt out of place. Yet somehow he secured a ringside seat for one of the most creative periods in British cultural history. Boy About Town tells the story of the bestselling author's formative years in the pre- and post-punk music scenes of London, counting down, from fifty to number one: attendance at seminal gigs and encounters with musical heroes; schoolboy projects that became national success stories; the style culture of punks, mods and skinheads and the tribal violence that enveloped them; life as a latchkey kid in a single-parent household; weekends on the football terraces in a quest for street credibility; and the teenage boy's unending obsession with losing his virginity. Boy About Town is an evocative, bittersweet, amusing and wholly original account of growing up and coming of age in the glory days of the 1970s.

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+.

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.

"To call Happy Punks 1 2 3 'adorable' would be an understatement. It tells us 'Welcome to Planet Earth!' and 'Here's some cool stuff you could do in life!'"—Teresa Taylor, B*tthole Surfers Welcome to New Flip City, a Busytown for a new era and home of the Happy Punks, twelve colorful, fun-loving, and creatively exciting friends. Come along as the Happy Punks get ready for their big show and are joined by their friends, a collection of animals, robots, zombies, snowmen, cavemen, and more who make life in New Flip City fun—and who all love to dance at the end of the day! In Happy Punks 1 2 3 we meet each of the punks as they go through their day, explore New Flip City, meet up with their friends, and have a big party with music and dancing. We also learn to count to twelve! John Seven and Jana Christy are a married creative team living in western Massachusetts. They have published several books together, including the award-winning science picture book The Ocean Story, recipient of the Creative Child Award Seal of Excellence.

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.

NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Rolling Stone * BookPage * Amazon * Rough Trade Longlisted for the Carnegie Medal for Excellence “[A] riveting and inspiring history of punk’s hard-fought struggle in East Germany.” —The New York Times Book Review “A thrilling and essential social history that details the rebellious youth movement that helped change the world.” —Rolling Stone “Original and inspiring . . . Mr. Mohr has written an important work of Cold War cultural history.” —The Wall Street Journal “Wildly entertaining . . . A thrilling tale . . . A joy in the way it brings back punk’s fury and high stakes.”—Vogue 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, *Burning Down 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.

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.

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.

"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. "--

A celebration of fifty years of daring innovation at the iconic Virgin brand.

MOJO magazine's 2015 Book of the Year, the outrageous true story of the Hollywood Brats—the greatest punk band you've never heard of—brilliantly told by founding member Andrew Matheson With only a guitar, a tatty copy of the *Melody Maker*, and his template for the perfect band, Andrew Matheson set out, in 1971, to make music history. His band, the Hollywood Brats, were pre-punk prophets—uncompromising, ultrathin, wild, and untamable. Thrown into the crazy world of the 1970s London music scene, the Brats recorded one genius-but-ignored album and ultimately fell foul of the crooks who ran a music industry that just wasn't quite ready for the punk revolution. Directly inspiring Malcolm McLaren, the Sex Pistols, and the Clash, the Hollywood Brats imploded too soon to share in the glory. *Sick On You* is a startling, funny, and incredibly entertaining period memoir about never quite achieving success despite flying so close to greatness.

"I don't have time to look at the numbers." "That's what the accountant is for." "I can see what the balance is--that's all I need to know." Why do so many business owners dread looking at the numbers? Financial statements, ledgers, profit and loss reports--many avoid these and treat them like junk mail and phone solicitors. But as a small business owner, having an intimate knowledge of all these crucial numbers yourself is the most important tool you can equip yourself with in order to survive the constantly changing and highly competitive marketplace of the twenty-first century. Nevertheless, it's true--you're not a numbers person. How can you learn to make sense out of all this Greek? Accounting for the Numberphobic to the rescue! This easy-to-follow guide demystifies your company's financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business--and impacts your decisions. Even self-proclaimed numbers dummies will discover:• How your Net Income Statement is the key to growing your profits• How to identify the break-even point that means your business is self-sustaining• Real-world advice on measuring and increasing cash flow• What the Balance Sheet reveals about your company's worth• And moreDon't leave your company's finances entirely in the hands of a third-party accounting service or an employee who is only loyal to the highest paycheck. Even worse--don't ignore them

altogether! Knowing the numbers yourself isn't just about seeing how your company is doing . . . it's about knowing where it is going--and guiding it toward the highest profits possible.

The second book from the founders of Brewdog: *Craft Beer for the Geeks* aims to go deeper into the science and styles of craft beer in this full-color, gorgeously designed taproom bible. With sections such as "The Science of Flavor" and "Why Temperature Is King," beer geeks will be satisfied with the wealth of knowledge presented by these craft beer experts. Recipes and sections on beer and food pairing will thrill food and beverage enthusiasts who want to go further in exploring flavor combinations. And a "DIY Dog" section on at-home brewing with recipes and trouble-shooting tips exemplifies the punk, open-source ethos that Brewdog is known for.

In the middle of the night a taxi driver noticed a rumbling noise under his car during an empty ride. Whilst traveling down Fördestrasse, the taxi had caught a body on the road and dragged it along for almost twenty metres. The man on the street was already dead by that time. It was likely that another vehicle had run him over at the place where hitchhikers used to stand. For years, undesirable hitchhikers had been intimidated here with gestures and steering manoeuvres. Was it the brainless fascist skinheads again, who already before went on a manhunt in their car on the bicycle path towards the Olympic Centre? A 15-year-old pseudo-punk joins the Kiel punk scene and experiences a blatant and wired time, which culminated in the Hanover Chaos Days 1983. It is puzzling why he suddenly joined the new skinhead scene around the wicked ex-punks Gonnrad and the Konz brothers. What got him into it? When the teenager later realises that the first skins are taking on right-wing radical tendencies, he tries to break away from the scene, but that doesn't turn out to be that easy. Finally he pulls the ripcord after another incident, even if he would have liked to remain a skinhead – England-style and working-class just like in the beginning. He manages to get out after a brutal fight with Stidi, one of the chief skins. The price is high. His face is smashed and his reputation ruined. Many punks are resentful and can't forgive him for the excursion into the strange world of skinheads. Even for the skins it is not over and done with yet. There is massive trouble on both sides. It was the madness of the 80s, a time full of self-destructive punks, scolding old Nazis, marauding skinheads and streetclubs, aspiring young Nazis and overtaxed policemen at the Chaos Days. After a crime against a rocker, a disoriented skinhead ended up at a New Year's Eve party of ordinary people: I remember there was a lot of light in the flat. The bright light and the white wallpaper hurt in my eyes. In my booze state I scribbled something on the white wallpaper in the hallway: Oi! Oi! Oi!, the battle cry of the skinheads. But I was afraid that this could be brought back to us, and I painted a T before: Toi! Toi! Toi!

A 2018 Pura Belpré Author Honor Book *The First Rule of Punk* is a wry and heartfelt exploration of friendship, finding your place, and learning to rock out like no one's watching. There are no shortcuts to surviving your first day at a new school—you can't fix it with duct tape like you would your Chuck Taylors. On Day One, twelve-year-old Malú (María Luisa, if you want to annoy her) inadvertently upsets Posada Middle School's queen bee, violates the school's dress code with her punk rock look, and disappoints her college-professor mom in the process. Her dad, who now lives a thousand miles away, says things will get better as long as she remembers the first rule of punk: be yourself. The real Malú loves rock music, skateboarding, zines, and Soyrizo (hold the cilantro, please). And when she assembles a group of like-minded misfits at school and starts a band, Malú finally begins to feel at home. She'll do anything to preserve this, which includes standing up to an anti-punk school administration to fight for her right to express herself! Black and white illustrations and collage art throughout make *The First Rule of Punk* a perfect pick for fans of books like *Roller Girl* and online magazines like *Rookie*.

Daft Punk's *Discovery* is a homage to a fascinating, troubled beast of an album that casts a huge shadow over the 21st Century. It's a global view of *Discovery* as a cultural phenomenon, placing the album at the centre of celebrity culture, fan clubs, video, the music business etc., while also examining its profound musical impact. You can draw lines from *Discovery* to *Glass Swords*, Kanye West, EDM, Autotune, iTunes, Beyoncé, *Guilty Pleasures*, social media and more. *Discovery*'s footprints can be found all over the modern world but it also looked back to Daft Punk's childhood, to Van Halen records, Japanese cartoons and even Johann Sebastian Bach. *Discovery* was a record that confounded many fans when it was released in 2001, thanks to its blatant pop hooks and unlikely sonic bricolage. It was a record that was - and still is - widely misunderstood; *Discovery*'s impact has only become clear with the passing of time, as Daft Punk have been proved right time and time again.

It's an exciting time to be in marketing, with an array of equalizing platforms from the Internet to social media to content marketing, that have reset the playing field for businesses large and small. Yet, it's also a challenging time, with much work to do and an ever-changing array of platforms, features, and networks to master--all on tighter budgets than ever before. Don't get discouraged, get scrappy! Weaving hacks, tips, idea starters, and more, chief brand strategist Nick Westergaard has provided in *Get Scrappy* a plan of attack for businesses of any size to:

- Demystify digital marketing in a way that makes sense for your business
- Do more with less
- Build a strong brand with something to say
- Create relevant and engaging content for your social media platforms
- Spark dialogue with your community of customers
- Measure what matters
- And more

The result will be a reliable, repeatable system for building your brand, creating engaging content, and growing your community of customers. Don't wait for marketing to reinvent itself. Instead, proactively reinvent your company's marketing to maximize its reach!

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.

David Bowie. Culture Club. Wham!. Soft Cell. Duran Duran. Sade. Adam Ant. Spandau Ballet. The Eurythmics. 'Excellent' Guardian 'Hugely enjoyable' Irish Times 'Dazzling' LRB 'Fascinating' New Statesman 'An absolute must-read' GQ One of the most creative entrepreneurial periods since the Sixties, the era of the New Romantics grew out of the remnants of post-punk and developed quickly alongside club culture, ska, electronica, and goth. The scene had a huge influence on the growth of print and broadcast media, and was arguably one of the most bohemian environments of the late twentieth century. Not only did it visually define the decade, it was the catalyst for the Second British Invasion, when the US charts would be colonised by British pop music - making it one of the most powerful cultural exports since the Beatles. In *Sweet Dreams*, Dylan Jones charts the rise of the New Romantics through testimony from the people who lived it. For a while, *Sweet Dreams* were made of this.

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!

A mystery that "captures the city's dangerous, magnetic allure" (The New York Times), and reverberates through families, friendships, and the corridors of power in 1970's New York. "As close to a great American novel as this century has produced." —Stephen King *New York City, 1976*. Meet Regan and William Hamilton-Sweeney, estranged heirs to one of the city's great fortunes; Keith and Mercer, the men who, for better or worse, love them; Charlie and Samantha, two suburban teenagers seduced by downtown's punk scene; an obsessive magazine reporter and his idealistic neighbor—and the detective trying to figure out what any of them have to do with a shooting in Central Park on New Year's Eve. When the blackout of July 13, 1977, plunges this world into darkness, each of these lives will be changed forever. *City on Fire* is an unforgettable novel about love and betrayal and forgiveness, about art and truth and rock 'n' roll: about what people need from each other in order to live—and about what makes the living worth doing in the first place.

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.

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.

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