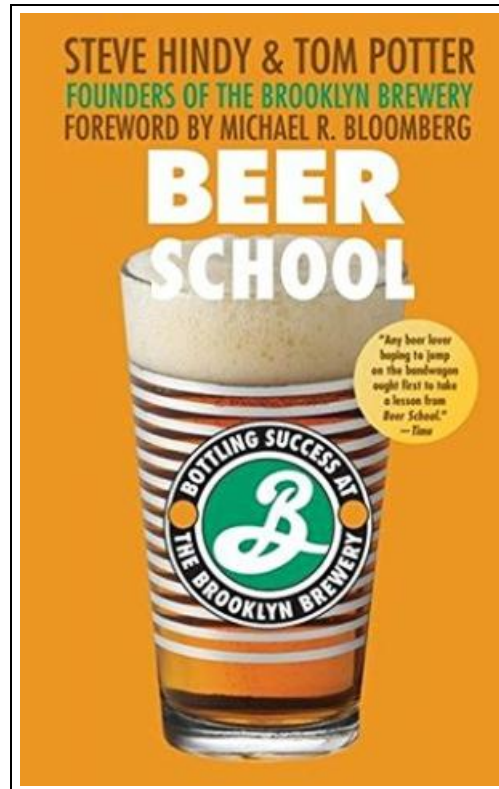


Beer School: Bottling Success at the Brooklyn Brewery



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Reviews

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(Dr. Travis Berge)*

BEER SCHOOL: BOTTLING SUCCESS AT THE BROOKLYN BREWERY



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John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Beer School: Bottling Success at the Brooklyn Brewery, Steve Hindy, Tom Potter, Michael R. Bloomberg, What do you get when you cross a journalist and a banker? A brewery, of course. "A great city should have great beer. New York finally has, thanks to Brooklyn. Steve Hindy and Tom Potter provided it. Beer School explains how they did it: their mistakes as well as their triumphs. Steve writes with a journalist's skepticism-as though he has forgotten that he is reporting on himself. Tom is even less forgiving-he's a banker, after all. The inside story reads at times like a cautionary tale, but it is an account of a great and welcome achievement." -Michael Jackson, The Beer Hunter(r) "An accessible and insightful case study with terrific insight for aspiring entrepreneurs. And if that's not enough, it is all about beer!" -Professor Murray Low, Executive Director, Lang Center for Entrepreneurship, Columbia Business School "Great lessons on what every first-time entrepreneur will experience. Being down the block from the Brooklyn Brewery, I had firsthand witness to their positive impact on our community. I give Steve and Tom's book an A++!" -Norm Brodsky, Senior Contributing Editor, Inc. magazine "Beer School is a useful and entertaining book. In essence, this is the story of starting a beer business from scratch in New York City. The product is one readers can relate to, and the market is as tough as they get. What a fun challenge! The book can help not only those entrepreneurs who are starting a business but also those trying to grow one once it is established. Steve and Tom write with enthusiasm and insight about building their business. It is clear that they learned a lot along the way. Readers can...



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