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Scottish-based beer maker who catalyzed the U.K.'s craft beer movement is coming to the U.S.

Anarchic. Irreverent. Passionate. The business bible for a new generation.

"An idiosyncratic guide for budding entrepreneurs"—Financial Times

Business For Punks:

Break All the Rules—the BrewDog Way

By James Watt

DON'T WASTE YOUR TIME ON BULLSHIT BUSINESS PLANS. FORGET SALES. IGNORE ADVICE. PUT EVERYTHING ON THE LINE FOR WHAT YOU BELIEVE IN.

These mantras have turned UK-based BrewDog into one of the world's fastest-growing drinks brands in the world, famous for their beers, bars, unorthodox PR stunts, and crowdfunding through its own "Equity for Punks" platform. James Watt, co-founder of BrewDog and cohost of EsquireTV's BREWDOGS has catalyzed the craft beer movement, rewritten the record books and inadvertently forged a whole new approach to business.

BUSINESS FOR PUNKS: Break All the Rules—the BrewDog Way (Portfolio; 2/23/16) bottles the essence of BrewDog's successful methods in an accessible, honest manifesto. The blueprint for the 21st century entrepreneur, Watt dares readers to start a revolution with their business. Among his unorthodox business philosophies:

- **Don't start a business, start a crusade.** It's not enough just to start a business. You need a clear purpose, a mission and a reason for existing. Revolutions never die. So start a revolution, not a business.
- **Be a selfish b*stard and ignore advice.** Stick to your vision, make your own rules and kick ass. A patchwork quilt of other people's half-baked ideas is a recipe for nothing but disaster. Don't follow but lead.
- **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.

- **Networking is for fools.** Business is no longer about who you know. It is, quite rightly, about how good you are. The playing field is now level. That means there is absolutely no reason at all to waste your time networking with them, or anyone else for that matter.
- **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.

BrewDog hasn't made much of a splash on this side of the pond—yet—but its first U.S. brewery is set to open in August 2016 in Columbus, Ohio. BrewDog is psyched to be pledging allegiance to the craft beer revolution in the U.S.A.

Business for Punks rethinks conventional business wisdom so you can go beyond the norm. From finances to marketing this is an anarchic, indispensable guide to thriving on your own terms.

James Watt, captain & co-founder of BrewDog, the fastest growing food and drinks manufacturer in the UK, was a fully qualified deep sea captain, having earlier completed an honors degree in Law & Economics. He traded in being a salty sea dog to start BrewDog in 2007, along with Martin Dickie. He was awarded Great British Entrepreneur of the Year in 2014 for his unconventional business approach. Along with Martin, James hosts the reality TV show *Brew Dogs* on Esquire Network, which airs in seven countries.

JAMES WATT IS AVAILABLE FOR INTERVIEWS

For more information see www.businessforpunks.com and www.brewdog.com.

Business For Punks: *Break All the Rules—the BrewDog Way*

By James Watt

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