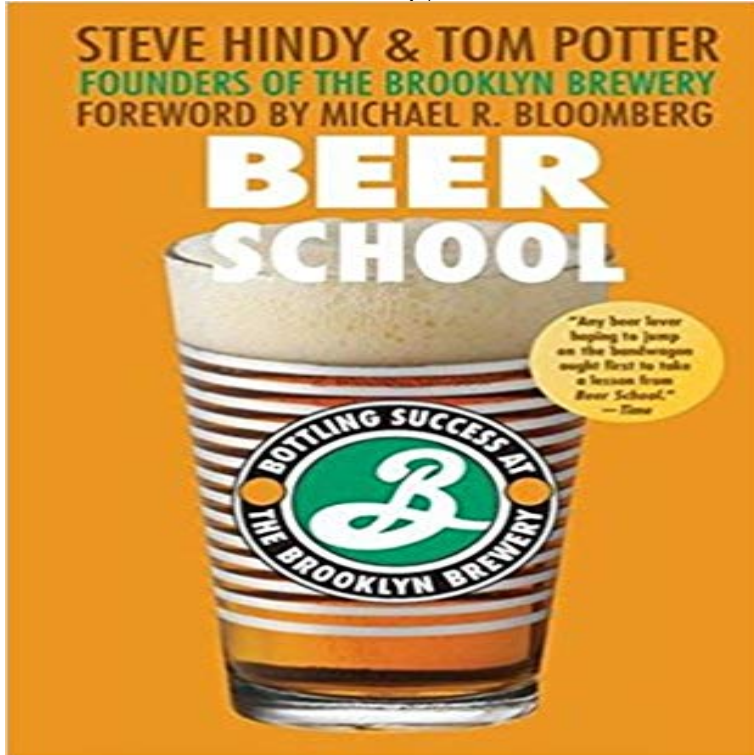


## Beer School: Bottling Success at the Brooklyn Brewery



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 learn from these lessons too. Michael Preston, Adjunct Professor, Lang Center for Entrepreneurship, Columbia Business School, and coauthor, *The Road to Success: How to Manage Growth Although we (thankfully!) never had to deal with the Mob, being held up at gunpoint, or having*

our beer and equipment ripped off, we definitely identified with the challenges faced in those early days of cobbling a brewery together. The revealing story Steve and Tom tell about two partners entering a business out of passion, in an industry they knew little about, being seriously undercapitalized, with an overly naive business plan, and their ultimate success, is an inspiring tale. Ken Grossman, founder, Sierra Nevada Brewing Co.

Beer School: Bottling Success at the Brooklyn Brewery (Hardback) - Common [By (author) Tom Potter, Foreword by Michael R. Bloomberg By (author) Steve 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 : bottling success at the Brooklyn Brewery /? Steve Hindy and Tom Potter. Author. Hindy, Steve, 1949-. Other Authors. Potter, Tom, 1955-. Published. Buy Beer School: Bottling Success at the Brooklyn Brewery New Ed by Steve Hindy, Tom Potter, Michael R. Bloomberg (ISBN: 9780470068670) from Amazons 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. - 5 sec Watch [PDF Download] Beer School: Bottling Success at the Brooklyn Brewery [ Download Editorial Reviews. From Publishers Weekly. This winning tale of the rise of the Brooklyn Beer School: Bottling Success at the Brooklyn Brewery - Kindle edition by Steve Hindy, Tom Potter, Michael R. Bloomberg. Download it once and read it - 17 sec READ PDF [DOWNLOAD] Beer School: Bottling Success at the Brooklyn Brewery Steve Hindy - 15 sec BEST PDF Beer School: Bottling Success at the Brooklyn Brewery Steve Hindy BOOK ONLINE This winning tale of the rise of the Brooklyn Brewery follows the basic pattern of every entrepreneurs memoir: a restless visionary sets out to - 25 sec Watch [PDF] Beer School: Bottling Success at the Brooklyn Brewery Full Colection by Jamarion Beer School: Bottling Success at the Brooklyn Brewery: Steve Hindy, Tom Potter, Michael R. Bloomberg: 9780470068670: Books - . - 8 sec Watch PDF Beer School: Bottling Success at the Brooklyn Brewery eBook by Ueasithu on Beer School: Bottling Success at the Brooklyn Brewery Steve Hindy, Tom Potter, Michael R. Bloomberg ISBN: 9780471735120 Kostenloser Versand fur alle Beer School: Bottling Success at the Brooklyn Brewery Steve Hindy, Tom Potter, Michael R. Bloomberg ISBN: 9780470068670 Kostenloser Versand fur alle - 21 sec - Uploaded by Gill Fortin Brooklyn Brewery 1,930 views. 360 4:51 Craft Beer 101: Entrepreneurship and Beer