

Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two

Jim Koch

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Jim Koch : Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two before purchasing it in order to gage whether or not it would be worth my time, and all praised Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two:

11 of 11 people found the following review helpful. Really enjoyed reading this bookBy Robert WagnerReally enjoyed reading this book. No nonsense business advice straight from the man himself. It was refreshing to read a story of a successful company that quality of the product was the most important concern. Sadly you don't see that

often enough. It was a really easy read that felt as relaxed as if you were sitting have a beer with the man himself (sounds cheesy I know). Have a new appreciation for Sam Adams and a fresh perspective for my business. Planning on reading this one over and over again. 4 of 4 people found the following review helpful. Good Ideas Served Here By Thomas Doorley Fifteen years ago I featured Boston Beer in my book Value-Creating Growth as a prime example of a well-crafted strategic construct, also well executed. Now Jim is sharing the full arc of how to build a business. Boston Beer has had, of course, it's downs and ups. 'Quench...' Can serve as a primer for established enterprises that need to ratchet up their growth. And the lessons serve equally well to paint the journey a young company must transverse. 4 of 4 people found the following review helpful. Learn about running a business and about a beer company By User Easy to read book. The author is very open about problems and successes encountered in his business over the years. Great insight into running a business as well as simply learning about the Boston Brewing Company. I read this for a non-fiction business book club and it lead to lively discussion and general enjoyment of the content.

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.

"Koch takes you into his confidence with an affable, gravelly voice, detailing lessons learned; frank stories of mistakes and failures; and thoughts on how a focus on quality, community, and innovation have propelled his work. You don't have to be a hophead to glean insights, as Koch's down-to-earth language, deadpan humor, and clear passion for beer help pull listeners in (his loving description of tasting the company's signature Samuel Adams Boston Lager charmingly borders on the erotic). With short chapters and amusing anecdotes, this is an enjoyable listen for budding entrepreneurs, craft-brew drinkers, and anyone who enjoys learning the ins and outs of a unique industry." -Booklist About the Author Jim Koch is the founder of The Boston Beer Company and brewer of Samuel Adams. He founded the company in 1984 using his great-great grandfather's recipe and set to the task of revolutionizing American beer. Samuel Adams Boston Lager has been an important catalyst in the American Craft Beer Revolution for more than thirty years, bringing full-flavored, award-winning beer to the American beer landscape. The Boston Beer Company has become one of the leading American craft breweries and now accounts for just over one percent of the U.S. beer market.