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# Business For Punks Break All The Rules The Brewdog

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The Biography  
 Everything You Need to Launch and Grow Your New Business  
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 Business for Punks  
 The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything  
 Break All the Rules--the BrewDog Way  
 NOFX  
 From Club Culture to Style Culture, the Story of the New Romantics  
 Be. More. BrewDog.  
 Business for Punks  
 Applying a Punk Rock Attitude in the Modern Business Era  
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 Scenes from the American Indie Underground, 1981-1991  
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 Break All the Rules--the BrewDog Way  
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*Business For Punks Break All The Rules The Brewdog*

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## BALLARD KAYLYN

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### The Biography McClelland & Stewart

\*\*\* \*Black Hardcover Edition\* The new book from BrewDog  
 Release your inner beer geek. BrewDog wrote the ultimate book for beer virgins. Now they have gone deeper. Deep niche deeper. Here you will find everything BrewDog loves about beer and brewing distilled into one must-read volume. You will explore the evolution of styles such as IPA and wheat beer into the myriad innovative forms they take today; discover which beers BrewDog believes are truly iconic and why; learn to perfect your own DIY brews, with recipes from many breweries to choose from; find menus for whole beer- and foodpairing dinners; and of course enjoy the beers from all around the world that should be tasted right now. In a nutshell this is a masterclass in craft beer.  
*Everything You Need to Launch and Grow Your New Business*  
 Algonquin Books  
 The candid, hilarious, shocking, occasionally horrifying, and surprisingly moving New York Times bestselling autobiography of

punk legends NOFX, their own story in their own words 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.  
*Burning Down the Haus* Simon and Schuster  
 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.

*Punk 57* Penguin UK

In *The Breakthrough Company*, Keith McFarland pinpoints how everyday companies become extraordinary, showing that luck is a negligible factor. Rather, breakthrough success turns out to be associated with a clearly identifiable set of strategies and skills that anyone in any business can emulate - from small startup to industry paragon. Encouraged by experts such as business legend Peter Drucker and Good to Great author Jim Collins to identify the drivers that enable a company to push past the entrepreneurial phase, McFarland spent five years building and analyzing the world's largest growth-company performance database and interviewing more than 1,500 growth-company executives on four continents. His goal was simple: to identify the secrets of breakthrough. This book is the result. Winnowing a study pool of more than 7,000 companies down to nine that have made the transition to major-player status, McFarland highlights real-world tools and myth-busting insights that can be used by anyone wanting his or her business to join this exclusive circle.

*BrewDog: Craft Beer for the Geeks* Simon and Schuster

We started making smoothies in 1999. On that first day we sold twenty-four bottles, and now we sell over 2 million a week, so we've grown since then. This book is about the stuff we've learned since selling those first few smoothies. About having ideas and making drinks, about running a business and getting started, about nature and fruit, about company life and working with friends, about the stuff we've got right and the stuff we got wrong, and about squirrels . . . and camping . . . and doing the right thing. We thought we'd write it all down in a book so we don't forget any of it, and to maybe help other people too. We started innocent from scratch, so we've learnt a lot of things by getting stuff wrong. Some other lessons have come from listening carefully to people clever than us. And some stuff we just got lucky on. But all of it, the good the bad and the useful, is in here. Plus, perhaps our mums will finally believe us when we tell them we haven't rung home for a while because we've been a bit busy these past few years.

**Sweet Dreams** Simon and Schuster

BrewDog's co-founder James Watt offers a business bible for a new generation. It's anarchic. It's irreverent. It's passionate. It's BrewDog. 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 BrewDog into one of the world's fastest-growing drinks brands, famous for beers, bars and crowdfunding. Founded by a pair of young Scots with a passion for great beer, BrewDog has catalysed the craft beer revolution, rewritten the record books and inadvertently forged a whole new approach to business. In *BUSINESS FOR PUNKS*, BrewDog co-founder James Watt bottles the essence of this success. From finances ('chase down every cent, pimp every pound') to marketing ('lead with the crusade, not the product') this is an anarchic, indispensable guide to thriving on your own terms.

**Die Young with Me** Fantagraphics Books

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!

**Marriage Ain't for Punks** Heart of Albion

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.

*Punk Rock and the Making of a Style* Hachette UK

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. *The Hepatitis Bathtub and Other Stories* Chicago Review Press First Published in 2002. Routledge is an imprint of Taylor & Francis, an informa company.

**My Life as a Ramone** Penguin

"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. "--

*Break All Rules!* Harper Collins

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 troubleshooting tips exemplifies the punk, open-source ethos that Brewdog is known for.

**Subculture** Penguin

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.

*Beastie Boys Book* Createspace Independent Publishing Platform

The one primer you need to develop your entrepreneurial skills. Whether you're imagining your new business to be the next big thing in Silicon Valley, a pivotal B2B provider, or an anchor in your local community, the HBR Entrepreneur's Handbook is your essential resource for getting your company off the ground. Starting an independent new business is rife with both opportunity and risk. And as an entrepreneur, you're the one in charge: your actions can make or break your business. You need to know the tried-and-true fundamentals--from writing a business plan to getting your first loan. You also need to know the latest thinking on how to create an irresistible pitch deck, mitigate risk through experimentation, and develop unique opportunities through business model innovation. The HBR Entrepreneur's Handbook addresses these challenges and more with practical advice and wisdom from Harvard Business Review's archive. Keep this comprehensive guide with you throughout your startup's life--and increase your business's odds for success. In the HBR Entrepreneur's Handbook you'll find: Step-by-step guidance through the entrepreneurial process Concise explanations of the latest research and thinking on entrepreneurship from Harvard Business Review contributors

such as Marc Andreessen and Reid Hoffman Time-honed best practices Stories of real companies, from Airbnb to eBay You'll learn: Which skills and characteristics make for the best entrepreneurs How to gauge potential opportunities The basics of business models and competitive strategy How to test your assumptions--before you build a whole business How to select the right legal structure for your company How to navigate funding options, from venture capital and angel investors to accelerators and crowdfunding How to develop sales and marketing programs for your venture What entrepreneurial leaders must do to build culture and set direction as the business keeps growing HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, real-life stories, and concise explanations of research published in Harvard Business Review, each comprehensive volume helps you to stand out from the pack--whatever your role.

**Our Band Could Be Your Life** Penguin

Explores the influence of youth culture on transforming mainstream society through innovative cooperative venues and modern "do-it-yourself" values, in a report that reveals what can be learned through the indirect social experiments being performed by today's young artists and entrepreneurs. Reprint. *Business for Punks* Penguin

"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. "--

[The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything](#) Penguin UK

Marriage is a bond that requires hard work from two people in order to find happiness—find all the tips and tools to a happily-ever-after using the guidance of a trusted relationship expert. Beloved marriage counselor Pastor Cal Roberson captivates millions of viewers with his eccentric personality and unabashed yet effective marriage advice—and *Marriage Ain't for Punks* is no different. This book is a relationship gamechanger. It's a straightforward and unapologetic dive into why people fail or struggle at one of the most popular and sought-after unions in society. But this is more than a book about marriage—it's a book about how to manage life with another person. The principles and methods Roberson provides are not theoretical or hearsay but tested and proven. The book will methodically probe into the hearts of readers and force them to confront themselves and be accountable for their own emotions and actions. Even though some marriages look like a hot mess, transparency, honesty, and downright fearlessness are the traits that make a great marriage. A great marriage is about refusing to allow pettiness to destroy the loving connection couples share. These people are not

weaklings. They are not quitters. They know that Marriage Ain't for Punks!

**Break All the Rules--the BrewDog Way** Penguin

'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'.

NOFX Random House

**Business for Punks**  
**Break All the Rules--the BrewDog Way** Penguin  
**From Club Culture to Style Culture, the Story of the New Romantics** Random House

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.