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Beer School: Bottling Success at the Brooklyn Brewery

By Steve Hindy, Tom Potter, Michael R. Bloomberg

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,...



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