

QUENCH YOUR OWN THIRST: BUSINESS LESSONS LEARNED OVER A BEER OR TWO

BY JIM KOCH



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Review

"Quench Your Own Thirst is a frosty mug full of sound advice for turning passion into a great business."
?Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc.

"Always true to himself, the author's belief in Samuel Adams and the people around him is what makes his story and philosophy so genuine and endearing. Koch's down-to-earth personality, business advice, and passion are good models for those interested in making their own ways. "

?Kirkus Reviews

"Quench Your Own Thirst introduces an engaging, down-to-earth, fifth-generation brew master who also happens to be a savvy, creative, disciplined business mastermind. Jim Koch's story of how he built his beer company – and, incidentally, helped start a new industry in craft beer – serves candid, inspiring insights useful for entrepreneurs in any field. Koch's practical optimism sets the standard for how business success and personal happiness can be beautifully connected."

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"Jim Koch has opened a lot of doors for craft breweries like mine who have succeeded based on the premise of challenging the status quo. Every entrepreneur and aspiring entrepreneur will find useful and sage advice between the covers of Quench Your Own Thirst -- and Jim's personality, wisdom and sense of humor come through in his writing as crystal clear as a pint of Sam Adams Lager."

?Sam Calagione, President & Founder of Dogfish Head Craft Brewery

"Like Steve Jobs, Bill Gates, Larry Ellison, and the other greats, Jim Koch's entrepreneurial journey is motivated by a deep commitment to making superb products and building a unique culture that reinforces innovation and risk-taking. This book tells a compelling story about how he did it. The lessons will be invaluable for anyone starting a business or building a career."

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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.

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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.

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0 of 0 people found the following review helpful.

Cheers (and five stars) to Mr. Koch!

By MGB

This book was a very entertaining and insightful look into what is clearly a very creative and brilliant mind. Jim Koch has clearly thought a great deal about how to run a company, and his wisdom here is worth far more than the price I paid for the book. This isn't so much a how-to guide for starting a business or even a biography. Rather, the book reads as a series of anecdotes that progress roughly from the beginning of the Boston Beer Company to the present day. Koch's writing style is extremely clear and, at times, quite lively and feisty. It is a short read - or at least it seemed that way since I couldn't put the book down. Not only that, I was so impressed with the business that Koch has built that I immediately went out and purchased shares of the company (which as of this writing are down significantly from the highs - and much cheaper than the big brewers). I mainly bought this book because I enjoy Sam Adams beer and was interested in what Koch had to say, but after reading Koch's stories I am even more of a fan.

1 of 1 people found the following review helpful.

Learn about running a business and about a beer company

By Amazon 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.

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Loved it. I grew up always hearing his commercials ...

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Loved it. I grew up always hearing his commercials on the radio. Very helpful insights to help start a business. Loved the story of how America's craft beer came to be.

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