

## Quench Your Own Thirst Business Lessons Learned Over A Beer Or Two

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### Quench Your Own Thirst Business

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### Our Story - About us | Samuel Adams

In 2016, Koch published Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two, in which he discussed how he left his career as a management consultant to start his own brewery using his great-great-grandfather's recipe.

### Jim Koch - Wikipedia

Business Books How Jim Koch Built Boston Beer Into a \$2 Billion Company He Loves The new book Quench Your Own Thirst is a full-bodied brew of founder Jim Koch's triumphs, misfires, and advice.

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**QUENCH YOUR OWN THIRST: Business Lessons Learned Over a ...**

Quench Your Own Thirst (CD-Audio) Business Lessons Learned Over a Beer or Two. By Jim Koch, Jim Koch (Read by) Macmillan Audio, 9781427268181 Publication Date: April 12, 2016. Other Editions of This Title: Digital Audiobook (4/11/2016) Paperback (9/26/2017) Hardcover (4/12/2016)

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helped to redefine American beer, Samuel Adams. Quench Your Own Thirst offers unprecedented insight into Koch's whirlwind ride to the top of craft brewing. His innovative company model and savvy business choices offer counter-intuitive lessons that readers can put to work right away. Koch's anecdotes, quirky musings, and

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