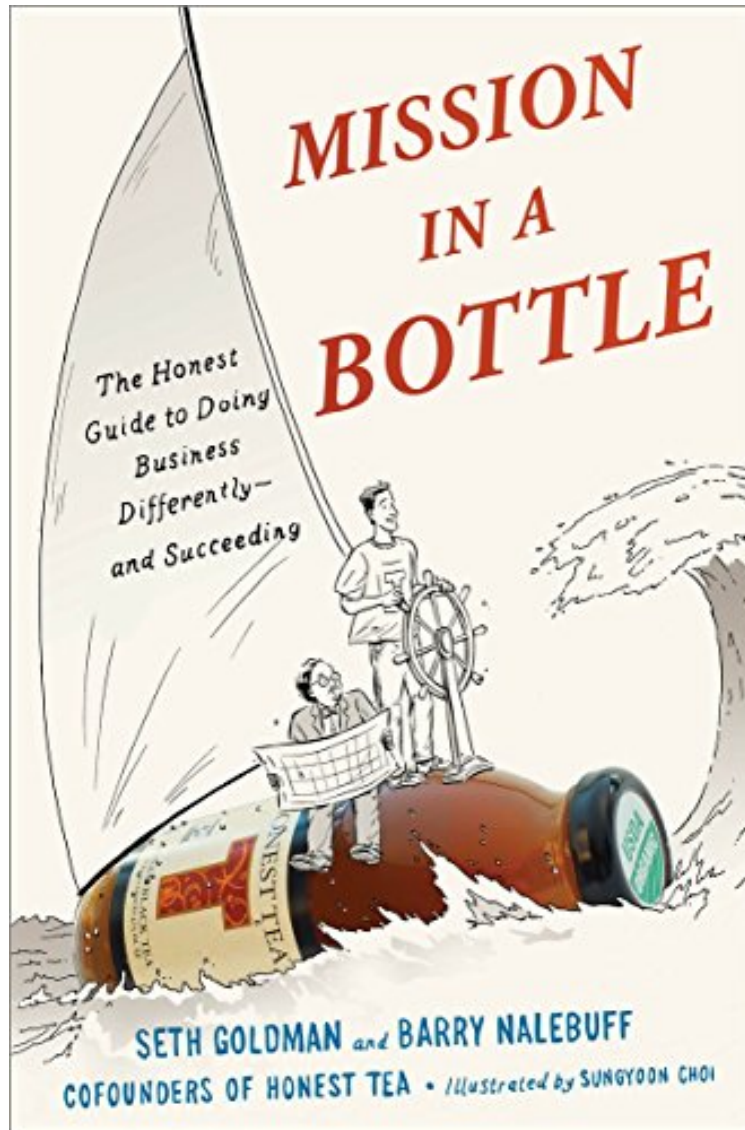


Mission in a Bottle: The Honest Guide to Doing Business Differently--and Succeeding

Seth Goldman, Barry Nalebuff

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Seth Goldman, Barry Nalebuff : Mission in a Bottle: The Honest Guide to Doing Business Differently--and Succeeding before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mission in a Bottle: The Honest Guide to Doing Business Differently--and Succeeding:

3 of 3 people found the following review helpful. A cracking good example of startup storytelling By William Keyser, Venture Founders LLC At first I thought that I would be irritated by the 'graphic novel' style, but I think it works very effectively, especially to get over some pretty subtle points. I very much liked the graphic means of storytelling.

Storytelling makes an emotional appeal to grab the reader and Mission in a Bottle does that even more effectively than would have been the case had Seth and Barry used a classic business book approach. I particularly enjoyed the way they described the turning down of the offer from Nestleacute; and the acceptance of the one from Coke. It displayed the company's strategy in a way that is not 'fluff', the term of disapprobation used by Richard Rumelt (Good Strategy Bad Strategy: The Difference and Why It Matters) for so many weak strategy statements. Entrepreneurship students (I teach both entrepreneurship and strategy on an MBA program) would do well to read this book very carefully, as much for what the authors do not say about the entrepreneurial adventure. I told Barry that i was likely to use the book as a set text on my course next year. So I must have liked it a lot. There are so many theories of entrepreneurship and for every one there are examples of its disproof, While I do make some general statements about what works, each case is different. That's what makes Mission in a Bottle so appealing, because the reader can draw on very specific case material, and realize that, for example, the issues in soft drink distribution do not apply in other sectors, but the 'moral' of the story can still be drawn. I wish I had read Mission in a Bottle before I wrote my ebook, Telling StartUp Stories: Keep the End in Mind, since Mission in a Bottle is one of the best examples of startup storytelling I have ever encountered. 3 of 3 people found the following review helpful. Genius Format By Diego M Very enlightening. I found myself empathizing with the authors, appreciating their efforts and their mission to change the world through a small drink business. Proving that consumers care about quality. While reading I was learning from their mistakes and mentally taking notes about their strengths and ideals. I found the graphic novel format to be a much more approachable format to tell their story. The art was well-done, and used to enhance the story with visuals, but not in any way distracting. This is not the type of book I normally read, but due to its uniqueness compared to other business books, I was intrigued. This book has helped me understand the day-to-day struggles of being an entrepreneur, and about the rewards for the ones who can overcome them. Highly recommend it for upcoming entrepreneurs and young, impressionable minds who enjoy graphic novels. I believe the best way to get a child to read this, is to read it in front of them, and let their curiosity get the best of them. 1 of 1 people found the following review helpful. Kindle Edition not fit for reading By Monstrum Tactical As other reviewers have noted, the Kindle Editon is unreadable due to the complete lack of formatting. The book is written in graphic novel form, and the text is too small to read. On my iPhone, the book is completely unreadable. On my kindle, you are able to enlarge the image panels by double tapping them, however the smaller text is still too small to read. I managed to slog through half the book, skipping over most of the text and mostly just looking at the pictures. The only thing I have to show for the experience is sore eyes. Complete waste of time.

In an incredibly fun and accessible two-color graphic-book format, the cofounders of Honest Tea tell the engaging story of how they created and built a mission-driven business, offering a wealth of insights and advice to entrepreneurs, would-be entrepreneurs, and millions of Honest Tea drinkers about the challenges and hurdles of creating a successful business--and the importance of perseverance and creative problem-solving. Seth Goldman and Barry Nalebuff began Honest Tea fifteen years ago with little more than a tea leaf of an idea and a passion to offer organic, freshly brewed, lightly sweetened bottled tea. Today Honest Tea is a rapidly expanding national brand sold in more than 100,000 grocery stores, restaurants, convenience stores and drugstores across the country. The brand has flourished as American consumers move toward healthier and greener lifestyles.

From Booklist Nalebuff and his former student, Goldman, founded Honest Tea; a beverage company offering organic, freshly brewed, lightly sweetened bottled tea; which survived and succeeded to become an independent unit of Coca-Cola. Their aim was to establish a brand that would capitalize on the movement in the U.S. toward healthier, greener lifestyles; a mission-driven business in a highly competitive industry. The story is told in three parts, Start-Up, Growing Pains, and A Brand Emerges, with a thought-provoking set of Lessons Learned after each section. The book is rich in tips and instructions using an engaging graphic-novel format for generations of comic-book enthusiasts among entrepreneurs, would-be entrepreneurs, and customers. This is detailed advice stemming from the authors' 15-year adventure, during which their setbacks could have brought down a similarly situated company. Goldman and Nalebuff explain how we survived our mistakes and bad luck to still be around when the good fortune arose. A timely book for a wide range of library patrons. --Mary Whaley 'Stories of American business start-ups are a dime a dozen, which makes margins on them very thin. This might be why this graphic book about Honest Tea from its co-founders Seth Goldman and Barry Nalebuff feels like their products; a little unsweetened and, well, honest.' - Financial Times 'Seth and Barry have translated the wild, often lonely entrepreneurial adventure into a delightfully candid and accessible read for anyone interested in starting or growing a business. Like their beautiful drinks, this book is refreshingly honest.' --Gary Hirshberg, Co-founder and Chairman, Stonyfield

Farm 'If you run a business, work for a business, want to know how business works, or are thinking of starting a business, READ THIS BOOK! It's a great story, and the good guys win.' --Andrew Tobias, The Only

Investment Guide Yoursquo;ll Ever Need" The honest voices of Seth and Barry coupled with the humanity of each scene drew me in and made it easy to read this brilliant business book disguised as a comic. A must-read for budding or well-rooted entrepreneursmdash;or really anyone interested in what happens behind the scenes at a start-up. I loved it!"mdash;Shazi Visram, Founder and CEO of Happy Familynbsp;"When Seth left Calvert to launch Honest Tea, I was puzzled how a bottled tea venture could be so meaningful. Now I know. Mission in a Bottle is a courageous, engaging, and frank story around his inspiring example of social entrepreneurship. I read it in one sitting." mdash;Wayne Silby, Founding Chair, Calvert Funds ldquo;Seth and Barry have crafted a rich and compelling story and told it with the perfect blend of inspiration and humility. For anybody who has started a businessmdash;and especially those considering an entrepreneurial pathmdash;MISSION IN A BOTTLE is a must-read.rdquo;mdash;Daniel Pink, author of To Sell is Human and DriveAn utterly engrossing story of the frustrations and ecstasies involved in transforming a simple idea into a hugely successful business. Anyone who has ever been curious about the inner-workings of a start-up will find this intimate account both refreshing and--need it be said?--honest.- Joshua Foer, author of Moonwalking with Einsteinnbsp;About the AuthorBARRY NALEBUFF is the Milton Steinbach Professor at Yale School of Management, where he teaches negotiation, innovation, and strategy. nbsp;He is the coauthor of Thinking Strategically, Co-opetition, Why Not?, and The Art of Strategy. nbsp;A graduate of MIT, and a Rhodes Scholar, he earned his doctorate at Oxford University. nbsp;He has been a columnist for Forbes, and a regular commentator on Marketplace.SETH GOLDMAN is the president and TeaEO of Honest Tea, which he cofounded with Barry Nalebuff in 1997. nbsp;He is an internationally recognized spokesman for mission-driven enterprise and sustainability. nbsp;He appears regularly on MSNBC, CNBC, and Fox. He blogs for Treehugger.com, Inc.com, The Huffington Post, and the New York Times.