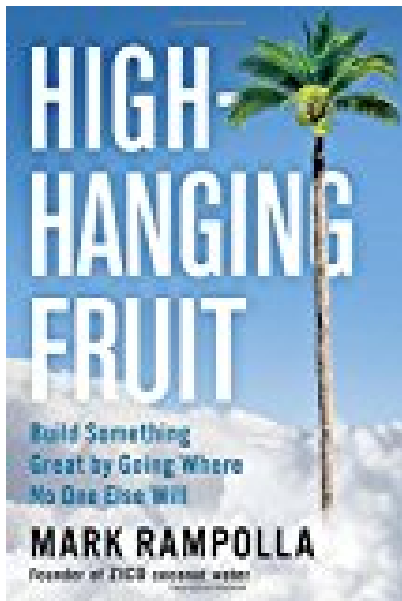


High-Hanging Fruit Build Something Great by Going Where No One Else Will



BOOK DETAILS

- Author : Mark Rampolla
- Pages : 240 Pages
- Publisher : Portfolio
- Language : English
- ISBN : 0399562125

[↓ DOWNLOAD](#)

BOOK SYNOPSIS

Grabbing the low-hanging fruit is no longer acceptable. ZICO Coconut Water founder Mark Rampolla argues that when you choose to reach higher, you can build an incredible business, be profitable, and maybe even change the world. In 2004, Mark Rampolla was successful by most standards. There was just one problem: He wasn't inspired in his job and believed he had something more to contribute to the world. When he asked himself, "What do I have to offer that will improve the world?" Rampolla realized that his big idea was hanging right overhead. From his time living in Central America, he and his family came to love drinking coconut water, just like the locals. But no one was really selling coconut water in the United States. So Rampolla chased a very ambitious goal: introducing coconut water to the American beverage market dominated by a few big players. He wasn't just starting a business; he was creating a whole new industry. ZICO Coconut Water brought a healthy beverage alternative to American consumers while also helping developing-world growers and suppliers profit from this resource. It was a win-win-win—good for Rampolla, his customers, and the world. So good, in fact, that in 2013 the Coca-Cola Company purchased ZICO and is scaling the brand around the globe. Rampolla wrote High-Hanging Fruit for others who want to succeed because of, not in spite of, their values. This book is for people who believe that it's their duty to reach higher than just the bottom line to build businesses driven by passion, purpose, and integrity. Above all, it's a call to arms for a new generation of entrepreneurs who want to disrupt the old model and do good by doing business. From the Hardcover edition.

HIGH-HANGING FRUIT BUILD SOMETHING GREAT BY GOING WHERE NO ONE ELSE WILL - Are you looking for Ebook High-Hanging Fruit Build Something Great By Going Where No One Else Will? You will be glad to know that right now High-Hanging Fruit Build Something Great By Going Where No One Else Will is available on our online library. With our online resources, you can find Applied Numerical Methods With Matlab Solution Manual 3rd Edition or just about any type of ebooks, for any type of product.

Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. High-Hanging Fruit Build Something Great By Going Where No One Else Will may not make exciting reading, but Applied Numerical Methods With Matlab Solution Manual 3rd Edition is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with High-Hanging Fruit Build Something Great By Going Where No One Else Will and many other ebooks.

We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with High-Hanging Fruit Build Something Great By Going Where No One Else Will. To get started finding High-Hanging Fruit Build Something Great By Going Where No One Else Will, you are right to find our website which has a comprehensive collection of manuals listed.