



The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand

Ilana Edelstein

Download now

[Click here](#) if your download doesn't start automatically

The Patrón Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand

Ilana Edelstein

The Patrón Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand Ilana Edelstein

The never-before-told story of Patrón Tequila--the brand that revolutionized an industry

How a billion-dollar business ascended from a forgotten dusty agave field in central Mexico

The Patrón Way details the unorthodox building of the brand, the extraordinary creativity and marketing ingenuity of Patrón's cofounder, Martin Crowley, and his life partner, Ilana Edelstein, and the way Patrón single-handedly transformed the face of the liquor industry. Edelstein was involved in every aspect of the business--from the brand's iconic bottle to designing the sexy and attention-getting outfits worn by the famous "Patrón Girls" at promotions and parties to running the back office.

Patrón is a tequila so sumptuous--and so brilliantly marketed--that it has become the world's leading ultrapremium tequila and has changed the way the spirit is experienced: what was once "gasoline" slammed back in a shot glass is now poured from an exquisite hand-blown bottle into a chilled glass and sipped to attain a "Patrón high."

Today, Patrón has grown to over a billion-dollar brand, and it is the largest generator of revenue of all tequila brands. Edelstein combines the dramatic story of the company's rise to success in an astonishingly competitive and sometimes cutthroat industry with practical business lessons about R&D and brand building that business leaders can put to productive use in any industry.

A tale of love, sacrifice, celebrity, dizzying success, and ultimate betrayal, *The Patrón Way* reveals for the first time all the details behind the intimate relationship and marketing genius of the "power couple" that transformed the spirits industry.

PRAISE FOR *THE PATRÓN WAY*

"*The Patrón Way* is a good chronicle of a luxury brand's path to success. . . . Ms. Edelstein dispenses useful advice to aspiring entrepreneurs."

The Wall Street Journal

"Anyone desirous of making sense of tequila's current status will be well served by chugging *The Patrón Way*."

Slate

"There are some good lessons for entrepreneurs launching a product. No doubt, the rise of Patrón is something many would love to emulate. And Ilana Edelstein was there from the beginning and delivers an inside view of the story."

New York Journal of Books

"Business lessons echoing 'know who the true tastemakers are, and use them wisely' are sprinkled throughout the book. . . . most readers will appreciate the informal 'tell-all' style that reveals an emphasis on doing some paperwork to cement their role in any business they help grow."

Library Journal

"I can honestly say *The Patrón Way* by Ilana Edelstein was a delicious cocktail of innovation and inspiration with a twist of tragedy for a bittersweet finish."

TequilaAficionado.com

 [Download The Patron Way: From Fantasy to Fortune - Lessons ...pdf](#)

 [Read Online The Patron Way: From Fantasy to Fortune - Lesson ...pdf](#)

Download and Read Free Online The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand Ilana Edelstein

From reader reviews:

Irma Patterson:

The e-book with title The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand contains a lot of information that you can find out it. You can get a lot of profit after read this book. This kind of book exist new knowledge the information that exist in this publication represented the condition of the world right now. That is important to yo7u to know how the improvement of the world. This specific book will bring you with new era of the internationalization. You can read the e-book in your smart phone, so you can read it anywhere you want.

Ronald Karl:

Your reading sixth sense will not betray anyone, why because this The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand guide written by well-known writer whose to say well how to make book which might be understand by anyone who have read the book. Written in good manner for you, leaking every ideas and writing skill only for eliminate your current hunger then you still uncertainty The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand as good book not just by the cover but also through the content. This is one e-book that can break don't judge book by its deal with, so do you still needing yet another sixth sense to pick this!? Oh come on your looking at sixth sense already alerted you so why you have to listening to an additional sixth sense.

Catherine Stevenson:

Reading a book being new life style in this year; every people loves to study a book. When you read a book you can get a large amount of benefit. When you read guides, you can improve your knowledge, since book has a lot of information onto it. The information that you will get depend on what kinds of book that you have read. If you would like get information about your review, you can read education books, but if you want to entertain yourself read a fiction books, such us novel, comics, and soon. The The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand will give you a new experience in studying a book.

Bruce Harrison:

Reading a e-book make you to get more knowledge from that. You can take knowledge and information originating from a book. Book is written or printed or highlighted from each source in which filled update of news. With this modern era like right now, many ways to get information are available for an individual.

From media social similar to newspaper, magazines, science book, encyclopedia, reference book, fresh and comic. You can add your knowledge by that book. Ready to spend your spare time to open your book? Or just seeking the The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand when you desired it?

Download and Read Online The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand Ilana Edelstein #5A4O32PFIWR

Read The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand by Ilana Edelstein for online ebook

The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand by Ilana Edelstein Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand by Ilana Edelstein books to read online.

Online The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand by Ilana Edelstein ebook PDF download

The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand by Ilana Edelstein Doc

The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand by Ilana Edelstein Mobipocket

The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand by Ilana Edelstein EPub