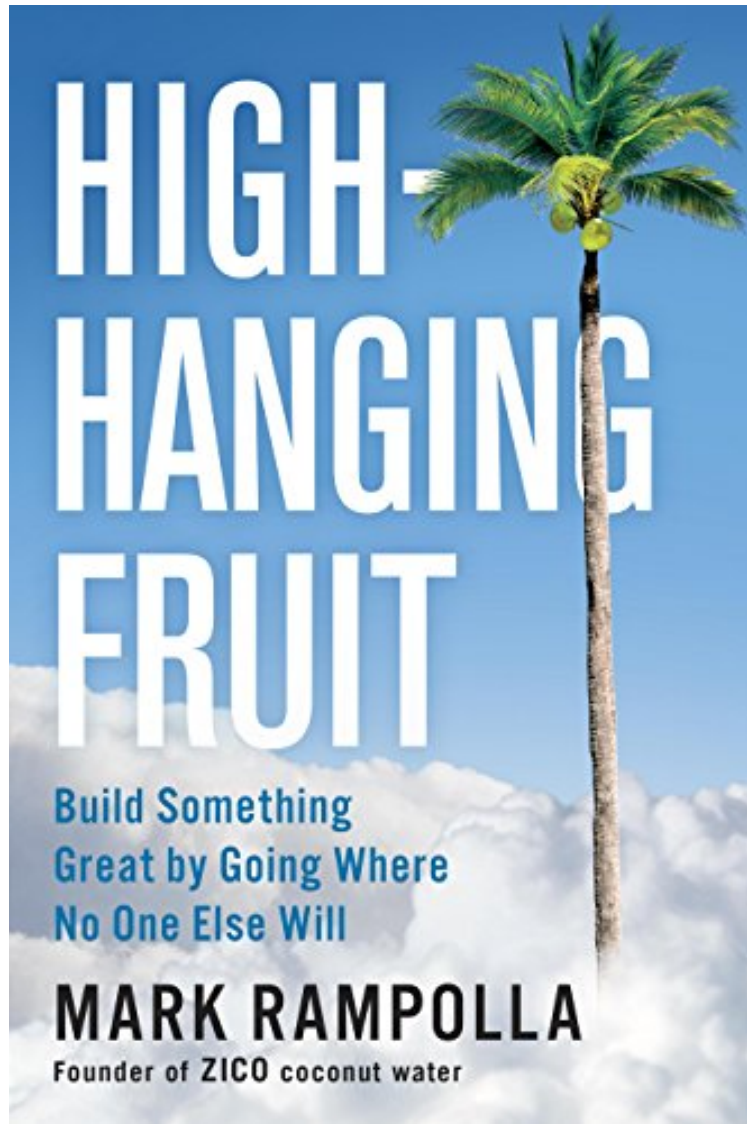


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High-Hanging Fruit: Build Something Great by Going Where No One Else Will

Mark Rampolla

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Mark Rampolla : High-Hanging Fruit: Build Something Great by Going Where No One Else Will before purchasing it in order to gage whether or not it would be worth my time, and all praised High-Hanging Fruit: Build Something Great by Going Where No One Else Will:

4 of 4 people found the following review helpful. A totally biased review from Mark's MOMBy Pat RampollaWhen Mark said that he was going to write a book about starting ZICO, I thought, well that's great, but it is not going to interest the average reader. I I was totally wrong. This book is not only about all the struggles and conflicts that Mark,

and his wife Maura, went through to bring this very unconventional beverage to market, it is about the open and honest conversations these two had to clarify their goals and objectives, based on their shared values and their desire to start a business that they could both embrace with "passion". These are life lessons that can benefit everyone. Not only is this story well written, but it is a page turner at times. Even though I knew the outcome, I was totally engrossed in the battle that Mark had to wage with the "Big Beverage Guys" and very impressed that he had the courage to stand up for what he believed in. And there is another sub-text to this book. Mark wants to encourage young entrepreneurs to reach higher than the bottom line. He believes that if they remain true to their core values, they can be successful and bring about social change. Mark and Maura are living out this message..2 of 2 people found the following review helpful. Great for CPG Entrepreneurs By Karsten As a founder and President of a startup beverage company I pre-ordered this book at the recommendation of another CPG entrepreneur. As soon as I picked it up, I could not put it down as it is a true representation of the trials and tribulations of a small consumer brand in the hyper-competitive beverage space. Although my company is still in the "Give Until it Hurts" stage, the book gave great perspective that any entrepreneur would gain from. Karsten Idsa Co-Founder and President Hapi Drinks, Inc. 0 of 0 people found the following review helpful. An amazing book about Mark Rampolla about his creation of Zico ... By Carlos Davila Jr An amazing book about Mark Rampolla about his creation of Zico Coconut Water .Mark shares his story about working as a President for International Paper in San Salvador, living with his wife and 2 children. They made a lot of money. But with his service in the peace corps and love for helping others. He founded coconuts as his inspiration and a niche to start a potential coconut water business. He left his job as president in the early 2000's and move to New York/ New Jersey to start his creation of Zico Coconut water. Health drinks were slowly at the rise in the U.S as more people wanted to become more health conscious. What I really love about this book is the story of becoming an entrepreneur. Reading about the struggles, happiness, and opportunities when running a business. It is not easy at all! If you learn from your mistakes, seek opportunities and never quit. You can eventually lead to the level of success!

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.

"Often only the bottom line is emphasized in business. But Mark Rampolla shows how those days are over through his ZICO story, making the case that reaching for higher goals to do good...can be just as profitable and successful, while also bettering the world." - SARA BLAKELY, founder and owner of Spanx "Mark Rampolla's journey proves that you can found businesses that you're passionate about, that help improve global problems, and that still make money. ZICO's example should and will help guide a new generation of ambitious entrepreneurs." - JOHN MACKEY, cofounder and co-CEO of Whole Foods Market and author of Conscious Capitalism "Wise and refreshingly human. High-Hanging Fruit is more than surefire insight into building a successful business; it's a call to action to start something that matters and use business to fuel social change." - BLAKE MYCOSKIE, founder and chief shoe giver, TOMS, and author of Start Something That Matters "A Thrilling story of bringing a healthy drink to market, revealing how it's possible to do well and do good at the same time. This book is full of powerful insights for entrepreneurs - and it's a joy to read." - ADAM GRANT, Wharton professor and author of Originals and Give and Take About the Author MARK RAMPOLLA is the founder and former CEO of ZICO Beverages. Since leaving ZICO he has become an active investor and adviser to social-impact businesses in the food, beverage, and technology industries. He lectures around the world and lives in Redondo Beach, California.