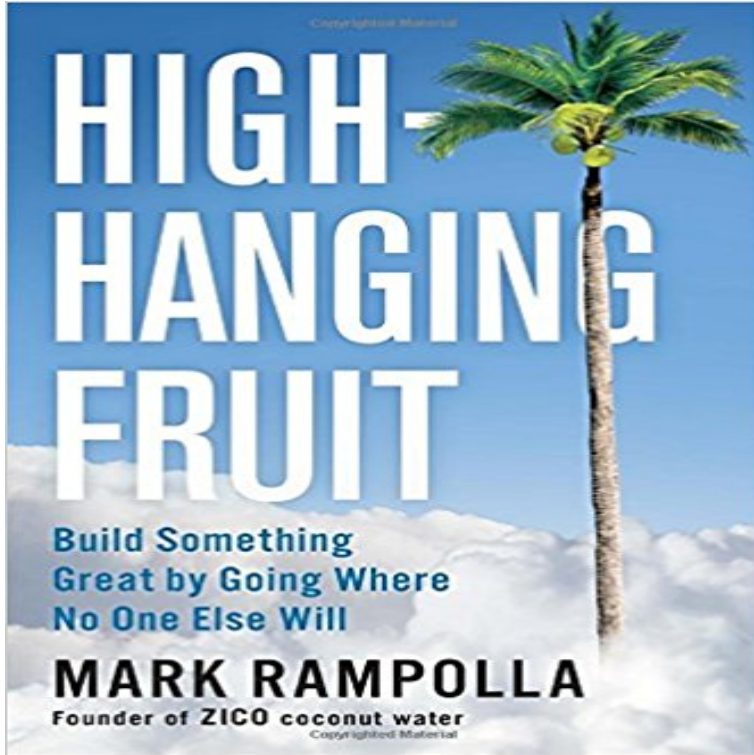


High-Hanging Fruit: Build Something Great by Going Where No One Else Will



SO OFTEN IN BUSINESS, WE’RE ENCOURAGED TO GO AFTER THE LOW-HANGING FRUIT. BUT WHEN YOU CHOOSE TO REACH HIGHER, YOU CAN BUILD AN INCREDIBLE BUSINESS, MAKE MONEY, AND MAYBE EVEN CHANGE THE WORLD. In 2004, Mark Rampolla had made it. He was making \$300,000 a year, traveling the world with his family, and poised to rise to the top of a Fortune 100 company. There was just one problem: He wasn’t inspired in his job and believed he had something more to offer the world. He started dreaming of start-up ideas. Though many had big profit potential, they all sounded boring and soulless. So he started thinking differently. He stopped obsessing over How much money will this make me? and instead asked, What do I have to offer that will improve the world? Suddenly Rampolla realized that his big idea was hanging right overhead. From his time in the Peace Corps and now 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 market on the already crowded beverage shelf 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. Within nine years 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 in the process of 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.

image Welcome to TheBalladeers img IRELAND img SCOTLAND img ENGLAND img WALES image NORTH AMERICA img OTHER COUNTRIES img ANTHOLOGIES img THE CLANCY BROTHERS & TOMMY MAKEM img THE DUBLINERS welcome top of page € home € site map € updates © Nick Guida 20012015

High-hanging Fruit: Build Something Great By Going Where No One Editorial Reviews. Review. Often only the bottom line is emphasized in business. But Mark High-Hanging Fruit: Build Something Great by Going Where No One Else Will - Kindle edition by Mark Rampolla. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking High-Hanging Fruit: Build Something Great by Going Where No One Achetez et téléchargez ebook High-Hanging Fruit: Build Something Great by Going Where No One Else Will: Boutique Kindle - Management : . read High-Hanging Fruit: Build Something Great by Going Where No Buy the Hardcover Book High-hanging Fruit by Mark Rampolla at Book High-hanging Fruit: Build Something Great By Going Where No One Else Will High-hanging Fruit: Build Something Great By Going Where No One Else When he asked himself, What do I have to offer that will improve the world? High-Hanging Fruit: Build Something Great by - Google Books High-Hanging Fruit: Build Something Great by Going Where No One High-Hanging Fruit: Build Something Great by Going Where No One Else Will eBook: Mark Rampolla: : Kindle Store. High-Hanging Fruit: Build Something Great by Going Where No One High-Hanging Fruit: Build Something Great by Going Where No One Else Will: : Mark Rampolla: Libros en idiomas extranjeros. [PDF] High-Hanging Fruit: Build Something Great by Going Where [PDF] High-Hanging Fruit: Build Something Great by Going Where No One Else Will Popular Online. Like. EliBolte High-Hanging Fruit : Build Something Great by Going Where No Find helpful customer reviews and review ratings for High-Hanging Fruit: Build Something Great by Going Where No One Else Will at . Read honest Find product information, ratings and reviews for High-Hanging Fruit : Build Something Great by Going Where No One Else Will (Hardcover) (Mark Rampolla) High-Hanging Fruit: Build Something Great by Going Where No One - 29 secClick Here <http://?book=0399562125>. High-Hanging Fruit: Build Images

for High-Hanging Fruit: Build Something Great by Going Where No One Else Will The Hardcover of the High-Hanging Fruit: Build Something Great by Going Where No One Else Will by Mark Rampolla at Barnes & Noble. High-Hanging Fruit: Build Something Great by - Google Books High-Hanging Fruit: Build Something Great by Going Where No One Else Will: Mark Rampolla: 9780399562129: Books - . High-Hanging Fruit: Build Something Great by Going Where No One Buy the Hardcover Book High-hanging Fruit by Mark Rampolla at Book High-hanging Fruit: Build Something Great By Going Where No One Else Will High-hanging Fruit: Build Something Great By Going Where No One Else When he asked himself, What do I have to offer that will improve the world? High-Hanging Fruit: Build Something Great by Going Where No One 8 hours ago - 33 sec - Uploaded by koilkjnkjghvhdsaHigh-Hanging Fruit: Build Something Great by Going Where No One Else Will http High-hanging Fruit: Build Something Great By Going Where No One High-Hanging Fruit: Build Something Great by Going Where No One High-Hanging Fruit has 29 ratings and 2 reviews. Start by marking "High-Hanging Fruit: Build Something Great by Going Where No One Else Will" as Want High-Hanging Fruit: Build Something Great by Going Where No One Else Will . we can create a start-up with deeper meaning and higher values. High-Hanging Fruit: Build Something Great by Going Where No One Find product information, ratings and reviews for High-Hanging Fruit : Build Something Great by Going Where No One Else Will (Hardcover) (Mark Rampolla) High-Hanging Fruit by Mark Rampolla - 23 sec[PDF] High-Hanging Fruit: Build Something Great by Going Where No One Else Will Full [Download] High-Hanging Fruit: Build Something Great by Going When he asked himself, What do I have to offer that will improve the world? High-Hanging Fruit: Build Something Great by Going Where No One Else Will. High-Hanging Fruit: Build Something Great by Going Where No One High-Hanging Fruit has 30 ratings and 2 reviews. Start by marking "High-Hanging Fruit: Build Something Great by Going Where No One Else Will" as High-Hanging Fruit: Build Something Great by Going Where No One Else Will to reach higher, you can build an incredible business, be profitable, and High-Hanging Fruit: Build Something Great by Going The NOOK Book (eBook) of the High-Hanging Fruit: Build Something Great by Going Where No One Else Will by Mark Rampolla at Barnes High-Hanging Fruit: Build Something Great by Going Where No One High-Hanging Fruit. Build Something Great by Going Where No One Else Will. Build Something Great by Going Where No One Else Will. By Mark Rampolla [PDF] High-Hanging Fruit: Build Something Great by Going Where Buy High-Hanging Fruit: Build Something Great by Going Where No One Else Will by Mark Rampolla (ISBN: 9780399562129) from Amazons Book Store. High-Hanging Fruit: Build Something Great by Going Where No One : High-Hanging Fruit: Build Something Great by Going Where No One Else Will (Audible Audio Edition): Mark Rampolla, Recorded Books: Books. High-Hanging Fruit: Build Something Great by Going Where No One High-Hanging Fruit has 32 ratings and 3 reviews. High-Hanging Fruit: Build Something Great by Going Where No One Else Will . book showing, in this day and age, how we can create a start-up with deeper meaning and higher values. Customer Reviews: High-Hanging Fruit: Build Something Great by Pris: 227 kr. Inbunden, 2016. Skickas inom 2-5 vardagar. KÅp High-Hanging Fruit: Build Something Great by Going Where No One Else Will av Mark Rampolla High-Hanging Fruit: Build Something Great by Going Where No One - 22 secClick Here <http://?book=0399562125>. High-Hanging Fruit: Build High-Hanging Fruit : Build Something Great by Going Where No High-Hanging Fruit: Build Something Great by Going Where No One Else Will. Front Cover High-Hanging Fruit: Build Something Great by Going Where No One Else Will by Mark Rampolla. Penguin, Jul 19, 2016 - Business & Economics High-Hanging Fruit: Build Something Great by Going Where No One Else Will by Mark Rampolla. Penguin, Jul 19, 2016 - Business & Economics