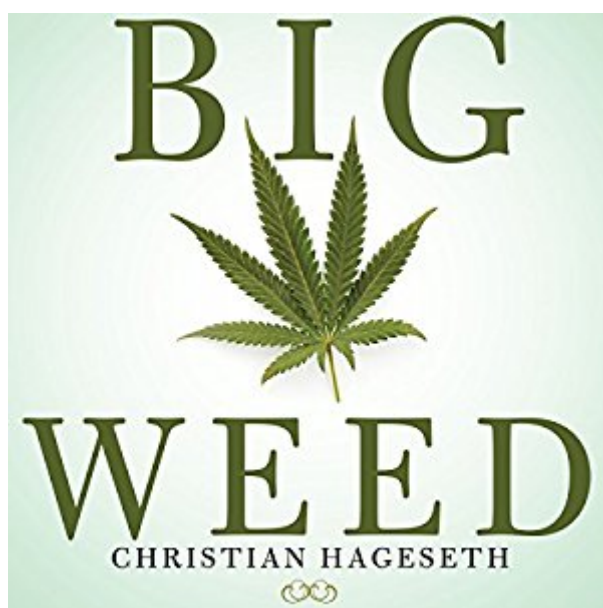


The book was found

Big Weed: An Entrepreneur's High-Stakes Adventures In The Budding Legal Marijuana Business



Synopsis

Legal marijuana is the hottest story in the US today. Twenty-five states and the District of Columbia have authorized sales in some form; Denver has more legal marijuana dispensaries than Starbucks franchises. We are witnessing the dawn of a new industry. And like the early days of gourmet coffee chains, the rules and players are being established on the fly. Christian Hageseth is the face of the revolution - an entrepreneur and father of three who worked in the white-collar professional world for 20 years before opening his first dispensary. The founder and chairman of Green Man Cannabis, the fastest-growing marijuana company in the country, he's the perfect tour guide through the wild frontier, where police hardly know what laws to enforce or parents what to tell their kids. He paints a colorful picture not only of how he got into the business but of the big interests that are eager to do the same - namely Big Tobacco, Big Agra, and Big Pharma. He predicts a future where the marijuana market splits in two: the high-end, artisanal market, supplied by individual growers and small farms, and the mass market, covered by the cigarette giants and anyone bold enough to compete with them. Much like beer and coffee, your brand of weed will be just one more reflection of your lifestyle. It's an entrepreneur's dream, and Hageseth invites us along as he pitches skeptical investors, negotiates a shaggy cast of colleagues, and builds the biggest business he can.

Book Information

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Best Sellers Rank: #10 in Books > Business & Money > Economics > Commerce #21 in Books > Business & Money > Industries > Agriculture #205 in Books > Science & Math > Agricultural Sciences

Customer Reviews

What I really liked about this book is that it not a "how to..." book at all, but rather it is very personal memoir of all of Hageseth's experiences starting five years ago from a naïve "What's this

marijuana thing?" to becoming of the most successful growers/purveyors in Colorado today. For this reason, this memoir is a MUST READ for anyone who wants to learn a little more about this new frontier of medical/recreational drugs. Particularly helpful to me was Hageseth's candor with respect to his multiple failures until he got it right, helping me to appreciate how seemingly invisible and often subtle variables are inevitable and unavoidable, and not because my particular overtures were "jinked." In addition to being valuable to folks contemplating getting into the business, this memoir is a really GOOD READ for anyone interested in piercing the purple haze of this as yet uncharted terrain.

WOW! Big Weed offers an amazing view, from the inside, of what is going on in the MJ business. The author has seen it all. This book is a backstage pass to the ins and outs of the "Business" of legalized pot. I will never listen to a news story the same. I "highly" (no pun intended) recommend this book. Easy read, easy to follow along. Change your view of the pot industry and read this book. JH

I had the chance to do contract work for this company and Green Man, under the leadership of Chris & co, absolutely have the best product on the market in Colorado and this book shows you why. This is a great look inside the development of a pioneering company in a new industry and as far as I know, the only publication on the market that takes you inside. A must buy for anyone who is curious about the beginning of the Colorado cannabis industry.

Absolutely loving this book!!! It is so refreshing to see this industry through the eyes of a proven business man (as opposed to clinicians or stoners). It is a powerful blend of professional insight interspersed with personal narrative. I recommend this book highly for anyone wanting truly understand the truth about this industry and one of the last uncharted frontiers in our world. There is so much potential awaiting us and Big Weed will help us realize it!!!

As an up and coming ganjapreneur in Alaska this book was a phenomenal read and I have already experienced many of the challenges he spoke of in his story. If you want to enter the industry or are simply curious of the path a ganjapreneur might take...this is the book to read!

This was a gift and my cousin loves it he said this book is first he read after high school

Cons: dry
Pros: gives you a birds eye view of the industry in a very general way. It's a worthy read

but its just not entertaining enough for the average reader. That said, it does show you a first hand account for that time period. Gold nuggets of information can be found if you can keep your eyes open.

Great items !

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Weed: The Ultimate Quick Guide To Growing Great Marijuana (How To Grow Your Own Weed, Growing Marijuana for Beginners, Big Buds, High Yields, Growing Marijuana Indoors, Weed Growing Book 1) Growing Marijuana: Big Buds, Growing Marijuana In Soil For Beginners (Growing Marijuana, Marijuana Cultivation, Marijuana Growing, Medical Marijuana, Marijuana Horticulture) Marijuana: Growing Marijuana, Beginner's Guide for Big Buds - Step by Step (How to Grow Weed, Growing Marijuana Outdoors, Growing Marijuana Indoors, Marijuana Bible Book 1) Marijuana: Growing Marijuana Indoors: The Ultimate Simple Guide To Producing Top-Grade Dank Medical Marijuana Cannabis Indoors (Growing weed, Medical marijuana, ... Marijuana Cultivation, Cannabis Book 2) Marijuana: How to Grow Marijuana - A Simple Guide to GROWING DANK WEED: Indoor and Outdoor (Medical Marijuana, Cannabis, Marijuana Growing, Marijuana Grower's Bible) Growing Marijuana: Box Set - Growing Marijuana For Beginners & Advanced Marijuana Growing Techniques (Growing Marijuana, Marijuana Growing, Growing Marijuana Indoors) Growing Marijuana: Beginner's Guide for Big Buds - step by step (How to Grow Weed, Growing Marijuana Outdoors, Growing Marijuana Indoors, Marijuana Bible) Marijuana Horticulture: Big Buds, Growers guide to get the biggest yields from your plants (Growing Marijuana, Marijuana Cultivation, Cannabis, Medical Marijuana, Marijuana Horticulture) Growing Marijuana: Marijuana Growing Tips and Tricks to Get Big Yields For Beginners! (Growing Marijuana For Beginners, Growing Marijuana Indoors & Outdoors, Growing Marijuana Tips and Tricks) Marijuana, Growing Marijuana: The Complete Guide On How To Grow Your Own Marijuana And Get Big Yields! (Horticulture, Medical, Personal Cultivation, Weed, Cannabis, Bible, Big Buds, Indoor, Outdoor) Confessions of a Real Estate Entrepreneur: What It Takes to Win in High-Stakes Commercial Real Estate: What it Takes to Win in High-Stakes Commercial Real Estate How To Grow Marijuana: The Comprehensive Guide To Growing Marijuana - Personal Cultivation For Medical Marijuana Indoors And Outdoors, Grow Weed From Seeds & Cultivate Big Buds of Cannabis A Budding Success: The Ultimate Guide to Planning, Launching and Managing a Lucrative Legal Marijuana Business Cannabis Success: The Easiest Guide on Growing Large Marijuana Plants at Home (Cannabis, Cannabis Growing, Marijuana,

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