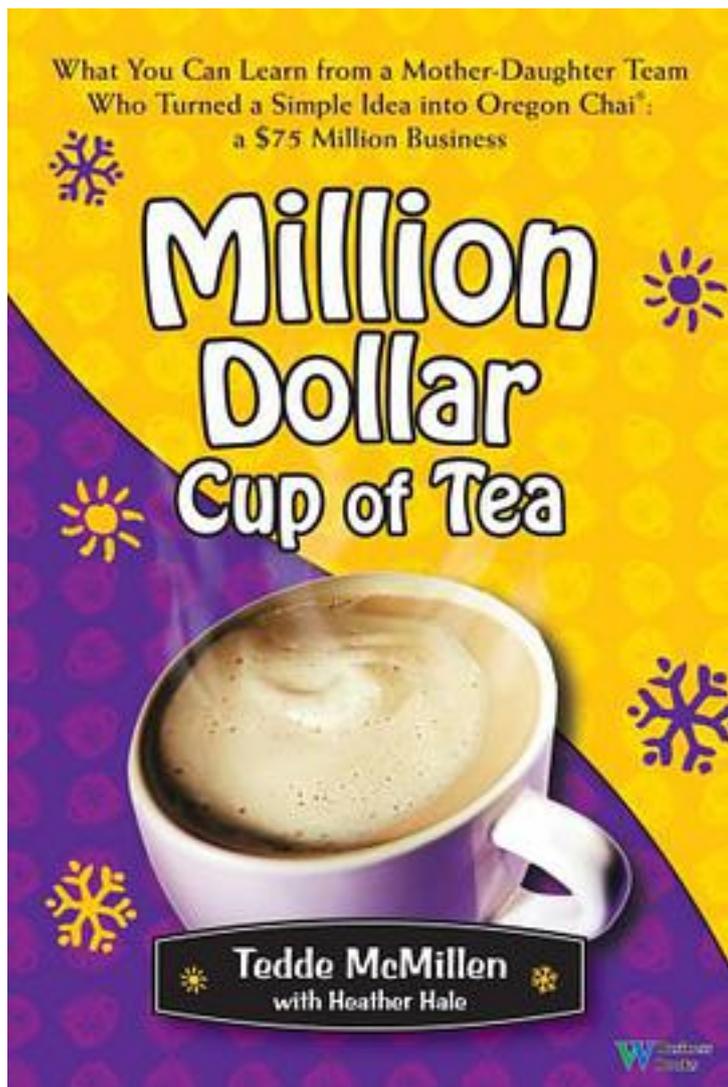


Million Dollar Cup of Tea



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Million Dollar Cup of Tea is all that and more. It's the true life story of a mother-daughter entrepreneurial team who built a business in completely unfamiliar terrain and sold it less than a decade later for \$75 million. Heather, a college student at the time, discovered and fell in love with an ancient spicy, milky tea called "chai" while hiking in the Himalayas. She and her mother took the drink, brewed up a classic kitchen start up, and brought this unheard of drink to the American market. Find out how the now famous brand almost collapsed before it actually started and how partnerships, clever branding, and strategies led to a 430% growth rate.

作者介绍:

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