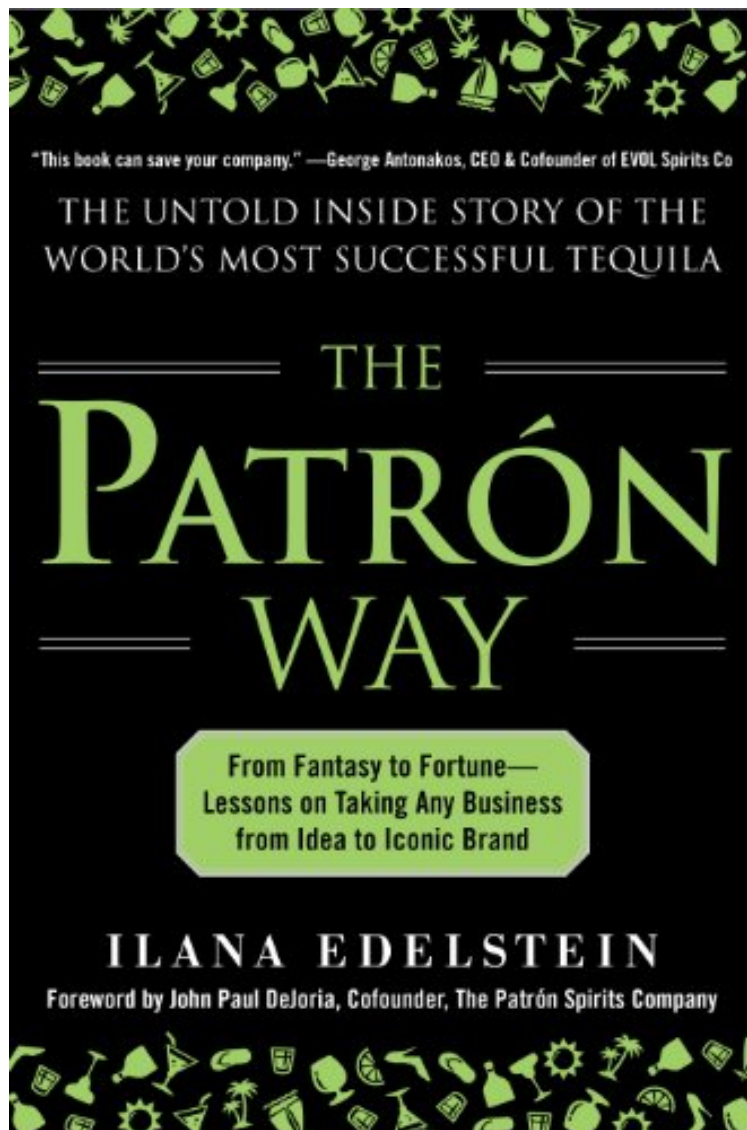


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## **The Patron Way: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand: From Fantasy to Fortune - Lessons on Taking Any Business From Idea to Iconic Brand (Business Books)**

*Ilana Edelstein*

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *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* (Business Books):

1 of 1 people found the following review helpful. I couldn't put it down!By Dewayne AdamsonI stumbled up this book while searching my Kindle for something new to read one night last week. Being a huge Tequila fan and self proclaimed expert :), I decided to give it a try. This book falls in between a Biography, a Thriller and a Lesson on some of the pitfalls and triumphs of starting a business from scratch. Ilana Edelstein certainly had one heck of a rocket ship ride adventure while being an intricate part of the Patron success story, and she gives us a clue as to some of the fun and many of the challenges that she and her partner Martin experienced on the journey. Being an entrepreneur myself I couldn't wait to get to the end of the story to find out how her efforts were rewarded. We all know the success of the Brand but I did not know the inside story of the Martin and JP partnership, nor Ilana's involvement which I found fascinating. I won't give away the outcome but I will say it is a tragic love story along with clear examples of what not to do when forming business partnerships or becoming a key employee. I personally would like to see a follow up book that digs more into the details of the original plan, the funding, and the partnership arrangement to understand the budgeting and cash flow of what has become a billion dollar product in an amazingly short amount of time. That book could also delve in to the settlements and legal outcomes of the numerous challenges that occurred during the first 10 years of the product launch. There is certainly more to tell and I look forward to reading it. I highly recommend this book not just for those who like the Spirit but also for anyone just looking for a good read. Cheers!0 of 0 people found the following review helpful. "The Patron Way" Enlightened Me to First Time Author Ilana EdelsteinBy Catherine S BuckinghamI became engrossed with this story from page 1 and could not put it down. Ms. Edelstein's account of her involvement to build the brand was an inspiring revelation to the power of being a selfless individual. I was kept enthralled by her journey through her long 13 year relationship with her life partner Martin Crowley, founder of Patron Tequila. It was awakening to experience the growth of the entrepreneurial road that most business memoir's fail to reveal. This is a book of empowerment for all. Kudos to Ms. Edelstein for writing from her heart. Anyone wanting to pursue a dream should read this book and realize that anything is within reach. Persistence does pay off.3 of 3 people found the following review helpful. Great ReadBy Helen OrtwinI found this book "The Patron Way" to be a very interesting read.... I loved the whole story. This also teaches anyone getting into business with someone to make sure all the "I"'s are dotted and the "T"'s are crossed. I would recommend this book to be a good read!!!!!!Helen

The never-before-told story of Patron Tequila--the brand that revolutionized an industry How a billion-dollar business ascended from a forgotten dusty agave field in central Mexico The Patron Way details the unorthodox building of the brand, the extraordinary creativity and marketing ingenuity of Patron's cofounder, Martin Crowley, and his life partner, Ilana Edelstein, and the way Patron 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 "Patron Girls" at promotions and parties to running the back office. Patron 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 "Patron high." Today, Patron 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 RD 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 Patron 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 PATRON WAY "The Patron 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 Patron Way." Slate "There are some good lessons for entrepreneurs launching a product. No doubt, the rise of Patron 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 Patron Way by Ilana Edelstein was a delicious cocktail of innovation and inspiration with a twist of tragedy for a bittersweet finish." TequilaAficionado.com

.com The Patron Way Photos Martin and I Chilling: Martin and Ilana Edelstein chilling at home on the Marina

Peninsula Beach. [View larger](#)