

15.1: Chapter Introduction

Entrepreneurial Selling: The Power of Running Your Own Business

Video Ride-Along with David Fox, Founder and CEO of Brave Spirits

Meet David Fox. He is an entrepreneur who founded Brave Spirits, a company that makes vodka, gin, whiskey, and rum. What makes Brave Spirits different from other spirits makers is that \$2 of every bottle sold is donated to charities that support the men and women of America's military, fire departments, and police departments. The company is dedicated to celebrating the bravery of those who serve our country.

Ride along with David and learn about the role selling plays in being an entrepreneur.

(click to see video)

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