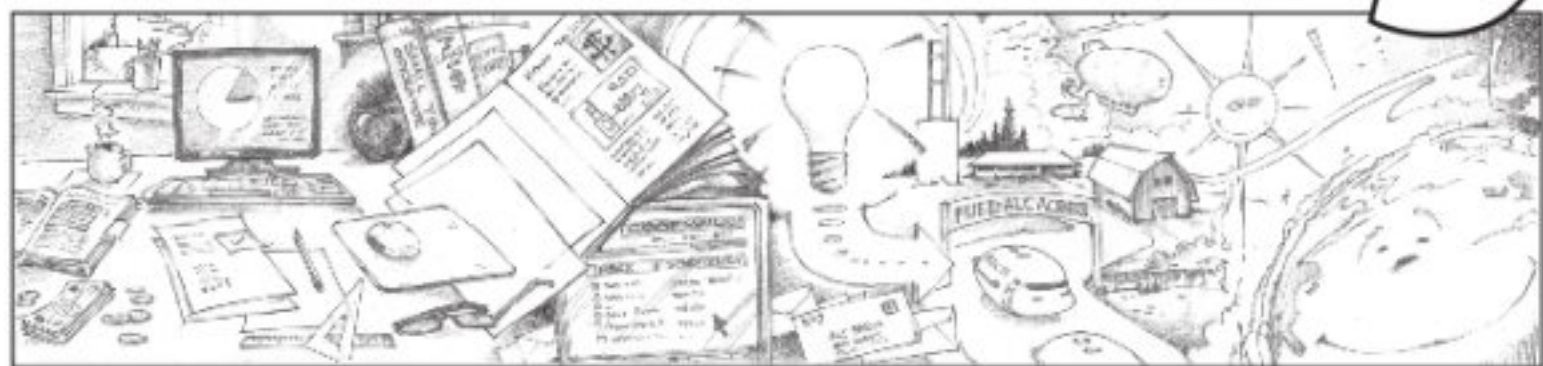


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THE BUSINESS OF ALCOHOL: HANDS-ON ADVICE

Now that you know how to produce and use alcohol, some of you will want to go beyond making it. The pioneers among you will want to put what you've learned into practice and go up against MegaOilron, beating them at the game of business. You CAN do it. You have the better product, at a lower price. And with some clever business structures, you can even make use of the tax credits the oil companies normally harvest when they buy alcohol to mix with their toxic brew.

If you are new to business, I have a couple of essential references for you to pick up. The first is *Small Time Operator*, by Bernard Kamoroff, the classic easy-to-understand book on how to take care of your bookkeeping and business paperwork. The other one is *The Seven Laws of Money*, by Michael Phillips and Salli Rasberry. A better book on guerilla marketing has never been written. So go to it, and beat them at their own game.