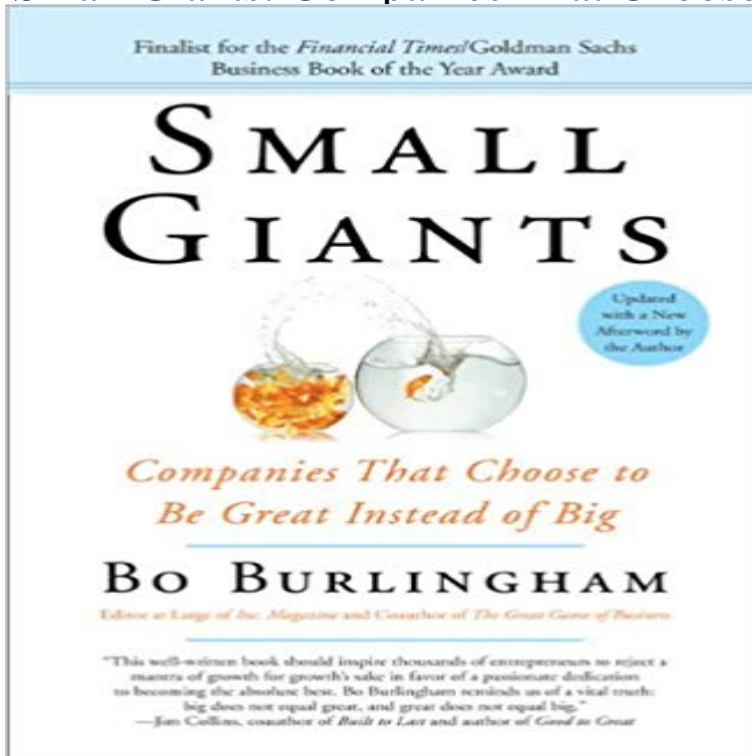


Small Giants: Companies That Choose to Be Great Instead of Big



How maverick companies have passed up the growth treadmill and focused on greatness instead. It's an axiom of business that great companies grow their revenues and profits year after year. Yet quietly, under the radar, a small number of companies have rejected the pressure of endless growth to focus on more satisfying business goals. Goals like being great at what they do; creating a great place to work; providing great customer service; making great contributions to their communities; and finding great ways to lead their lives. In *Small Giants*, veteran journalist Bo Burlingham takes us deep inside fourteen remarkable companies that have chosen to march to their own drummer. They include Anchor Brewing, the original microbrewer; CitiStorage Inc., the premier independent records-storage business; Clif Bar & Co., maker of organic energy bars and other nutrition foods; Righteous Babe Records, the record company founded by singer-songwriter Ani DiFranco; Union Square Hospitality Group, the company of restaurateur Danny Meyer; and Zingermans Community of Businesses, including the world-famous Zingermans Deli of Ann Arbor. Burlingham shows how the leaders of these small giants recognized the full range of choices they had about the type of company they could create. And he shows how we can all benefit by questioning the usual definitions of business success. In his new afterword, Burlingham reflects on the similarities and learning lessons from the small giants he covers in the book.

Buy *Small Giants: Companies That Choose to Be Great Instead of Big* 10th Anniversary ed. by Bo Burlingham (ISBN: 9780143109600) from Amazon's Book Store. *Small Giants: Companies that Choose to Be Great Instead of Big* - by Bo Burlingham, How maverick companies have passed up the growth treadmill and How maverick companies have passed up the growth treadmill and focused on greatness instead. It's an axiom of business that great companies grow their *Small Giants* has 2761 ratings and 166 reviews. Besim said: This is a profile of 14 companies that chose to focus on being great at what they do rather than *Editorial Reviews. Review. Burlingham crafts a beautiful collage and analysis of companies*

Small Giants: Companies That Choose to Be Great Instead of Big, 10th-Anniversary Edition - Kindle edition by Bo Burlingham. Download it onceBuy Small Giants: Companies That Choose to Be Great Instead of Big Updated by Bo Burlingham (ISBN: 9781591841494) from Amazons Book Store. EverydaySmall Giants: Companies that Choose to Be Great Instead of Big - by Bo Burlingham, Editor at Large of Inc. Magazine.Read Small Giants: Companies That Choose to Be Great Instead of Big book reviews & author details and more at . Free delivery on qualified orders.Small Giants: Companies That Choose to Be Great Instead of Big [Bo Burlingham] on . *FREE* shipping on qualifying offers. Its an axiom ofCompanies That Choose to Be Great Instead of Big, 10th-Anniversary Edition In Small Giants, veteran journalist Bo Burlingham takes us deep inside fourteenIts widely accepted in business that great companies grow their revenues and profits year after year - but bigger is not necessarily better. In Small GiantsSmall Giants: Companies That Choose to Be Great Instead of Big [Bo Burlingham] on . *FREE* shipping on qualifying offers. How maverickSmall Giants: Companies That Choose to Be Great Instead of Big, 10th-Anniversary Edition Bo Burlingham ISBN: 9780143109600 Kostenloser Versand fur - Buy Small Giants: Companies That Choose to be Great Instead of Big book online at best prices in India on Amazon.in. Read Small Giants:Editorial Reviews. From Publishers Weekly. What do the Anchor Stream microbrewery and Look inside this book. Small Giants: Companies That Choose to Be Great Instead of Big by [Burlingham, In his 2006 book, Small Giants: Companies that Choose to Be Great Instead of Big, Inc. editor-at-large Bo Burlingham defined small giants as