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Small Giants. The companies, these "small giants", as Burlingham has labelled them, provide exceptional

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quality. They engage exceptional

employees who, in

turn, provide

exceptional

customer service.

These companies

have particularly

strong ties to their

communities,

rabidly loyal

employees and

customers that rave

about them.

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measured by
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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 ...

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Bo Burlingham

[Interview]

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That Choose To Be Great Instead of Big. They include Anchor

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Small Giants are
companies led by
purpose-driven
entrepreneurs who
choose greatness

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over growth and
prioritize their
people. Inspired by

the book Small
Giants, the

Community exists to
connect purpose-
driven business
leaders and teach
the practices that
make great,
sustainable
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Burlingham

Summary

Burlingham studies
14 companies which
have chosen to be
the best in their
field, rather than

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growing for
growth's sake.

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bestselling, award-winning classic on how maverick companies have passed up the growth treadmill to focus on greatness, now in a revised and updated tenth-anniversary edition.

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Praise "Burlingham
crafts a beautiful
collage and analysis
of companies that
focus on being the
best instead of
growing like cancer
into huge corporatio
ns...Bigger is not
better, and this book
proves it." —Tim
Ferriss, in The
4-Hour Workweek

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“In short, Small
Giants is a Large
Masterpiece.

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How maverick companies have passed up the growth treadmill — and focused on greatness instead.

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In his 2006 book,
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editor-at-large Bo Burlingham defined

"small giants" as

companies that

eschew the

mentality of "growth

at all costs," in favor

of a set of different

practices and

characteristics.

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In Small Giants,

veteran journalist

Bo Burlingham

takes us deep inside

fourteen remarkable

companies that have

chosen to march to

their own drummer.

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They include Anchor
Brewing, the original
microbrewer;
CitiStorage Inc., the
premier independent
records-storage...

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