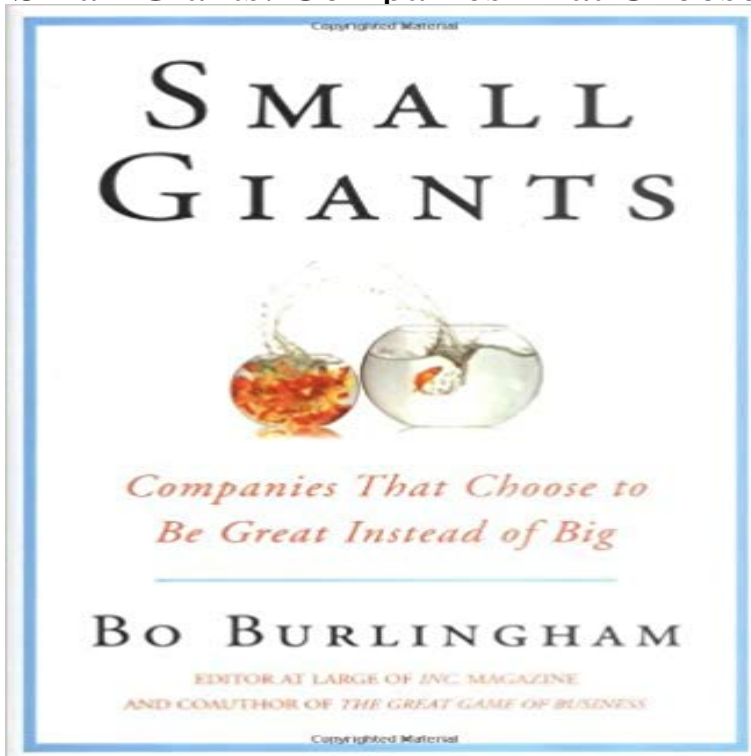


## Small Giants: Companies That Choose to Be Great Instead of Big



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 afterward, Burlingham reflects on the similarities and learning lessons from the small giants he covers in the book.

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Burlingham crafts a beautiful collage and analysis of companies that focus on being the **Small Giants: Companies That Choose to Be Great Instead of Big** Jan 23, 2017 Well, for me, **Small Giants Companies That Choose to be Great Instead of Big**, by Bo Burlingham was that book that sat on my shelf for years. **Small Giants by Bo Burlingham** **Small Giants: Companies that Choose to Be Great Instead of Big - by Bo Burlingham** have passed up the growth treadmill and focused on greatness instead. **Small Giants: Companies That Choose to Be Great Instead of Big** Bo Burlingham SGIA 08 Keynote Speaker. As a specialty imager, being great at what you do is important. But so is managing your business so that you are **Small Giants: Companies That Choose to Be Great Instead of Big** Its widely accepted in business that great companies grow their revenues and profits year after year - but bigger is not necessarily better. 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