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That Choose To  
Be Great Instead  
Of Big 10th  
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Instead Of  
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Anniversary  
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**Small Giants  
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*Page 1/28*

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companies grow their  
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year after year. Yet  
quietly

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his 2006 book, *Small  
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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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crafts a beautiful collage and analysis of companies that focus on being the best instead of growing like cancer into huge corporations...Bigger is not better, and this book proves it." —Tim Ferriss, in The 4-Hour Workweek "In short, Small Giants is a Large Masterpiece.

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and Co-author of The Great Game Business.

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

~~Small Giants by Bo Burlingham~~  
~~Small Giants~~ — ~~Bo Burlingham~~

Small Giants are companies led by purpose-driven entrepreneurs who choose greatness over growth and prioritize

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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 businesses.

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Burlingham—Official  
Book Website~~

Small Giants. The  
companies, these  
“small giants”, as  
Burlingham has

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labelled them, provide exceptional 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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focused on greatness  
instead. It's an axiom  
of business that great  
companies grow their  
revenues and profits  
year after year. Yet

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quietly, under the  
radar, a small number  
of...

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

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than growing for  
growth's sake.

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Companies That  
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Instead of Big. They  
include Anchor  
Brewing, the original  
microbrewer;  
CitiStorage Inc., the  
premier independent  
records-storage

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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;

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The must-read  
summary of Bo  
Burlingham's book:

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“Small Giants:

Companies that

Choose to Be Great

Instead of Big”. This

complete summary of

the ideas from Bo

Burlingham’s book

“Small Giants” shows

how many people

believe that success

must be measured by

growth.

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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

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## Anniversary Edition

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