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Small Giants: Companies That Choose To Be Great Instead Of Big, 10th Anniversary Edition

10TH-ANNIVERSARY EDITION
REVISED AND UPDATED WITH NEW CHAPTERS

SMALL GIANTS



*Companies That Choose to
Be Great Instead of Big*

BO BURLINGHAM

Writer at Large, Forbes, and Coauthor of The Great Game of Business



Synopsis

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 14 remarkable companies that have chosen to march to their own drummers. 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 Zingerman's Community of Businesses, including the world-famous Zingerman's 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 companies 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 audiobook.

Book Information

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Customer Reviews

If you're not working for a company that needs to worry about scaling out to hundreds of people,

and you have no wish to ever do so, then *Small Giants: Companies That Choose to be Great Instead of Big* by Bo Burlingham is for you. Full of inspiring case studies ranging from two-person shops to small restaurant chains employing hundreds of people, this book analyses what makes small companies tick and how they became great without exploding and ruining the culture. 'Our biggest competition is mediocrity' is my favourite quote from this book, and it perfectly reflects the attitude that most of the case studies promote. Burlingham identifies several patterns in the case studies, and lays out three imperatives for companies that want to make an impact and stay small:- Articulate, demonstrate and embed a higher purpose into the company, completely integrating that purpose so that it becomes an everyday presence and not just a vision statement on a piece of paper.- Create a culture of intimacy that continuously reminds people unexpectedly about how much the company cares about them- Foster collegiality. If this sounds as a kind of the place you would like to work at, grab the book and transform your organisation. Essentially, this book is *Good to Great*, but for organisations that do not want to go public. It's not a particularly new book, but I discovered it recently, and I think it will be valuable for anyone working in startups or thinking of starting one. The book is written in a very clear and engaging style, with lots of great stories, and gets five out of five stars from me.

I really enjoyed this book. It offers a refreshing perspective on how to combine enviable growth and community service within the same business model. These are stories you probably don't hear much about in the media and it will renew your faith in humanity and business.

A great book about 14 companies that chose to stay small instead of growing. All of these companies are wildly successful in a variety of ways for a variety of reasons. As a small-business owner, I've often thought of growing my business much larger. But, with the help of this book, it's clear that growing for growth's sake only makes absolutely no sense. I would highly recommend this book to any small business owner who is on the fence about whether or not to grow their company.

As a business owner I found *Small Giants* to be very inspirational. I listen to a lot of podcasts and this book was mentioned on the Tim Ferriss podcast. He's always a good resource for a good read in particular for business or self-improvement and this one does not disappoint. *Small Giants* gives several examples of people and businesses that operate differently. And that is what I hope to achieve with my company ProFile Sports.

I am a Family Business Advisor. This book offers insights and practical advice that my clients can use. For example:1. Legal protection is a poor substitute for innovation. I and the book's author are not big fans of patents.2. If you have no profits, you've got a hole in your business somewhere. If you can't find it, ask for help.3. University National Bank & Trust, one of the small giants featured in the book, defined their culture BEFORE they defined their strategy. Their leaders were aware of what Peter Drucker often mentioned, "Culture eats strategy for lunch."

Been meaning to read this book for a while now after Tim Ferris recommended it on his blog/podcast. As someone with an interest in social entrepreneurship and lifestyle businesses this book gave me many insights about how business is run, and what it can be. Great read.

This book was recommended by an interviewer, and now coworker, at a Silicon Valley startup when we discovered that we shared similar thoughts about building something to keep and grow, not sell. What a great read! I appreciate the variety of companies and sectors that are covered in the book. I would love to see the full list of candidate companies that were in consideration to enable my own research.

I love the insights offered in this small giant of a book! It has given me a new perspective and appreciation for small company executives who make these bold decisions to identify/create and preserve a sustainable soul that ultimately means a higher quality of life for everyone in their organization.

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