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Small Giants: Companies That Choose to be Great Instead of ...

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The book profiles companies that choose to remain "small giants." The companies vary widely, from 1 person shops to hundreds of employees but all share what the author refers to as "mojo." The overarching theme is that that these companies have a deep sense of intimacy, and their founders feel deeply connected to employees and local community.

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Small Giants: Companies That Choose to Be Great Instead of Big by Bo Burlingham The 14 companies studied include: Anchor Brewing,

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Hospitality Group, the company of restaurateur Danny Meyer; and Zingerman's Community of Businesses, including the world-famous Zingerman's Deli of Ann Arbor.

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In today's session, I had the pleasure to have Bo Burlingham, contributing writer at Forbes, co-founder of the Small Giants Community, former editor-at-large for Inc. Magazine and author of several books among which I really loved and enjoyed Small Giants, which is going to be the topic of this conversation. What drove you to the ... Continue reading Small Giants: Companies That

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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. 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

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DiFranco; Union Square Hospitality Group, the company of restaurateur Danny ...

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The term Small Giants refers to purpose-driven companies and their leaders who prioritize their people and don't sacrifice their culture for fast, massive growth. Born out of a book called Small Giants, from that a Community grew into what we know today – with thousands of leaders, hundred of hours of leadership resources, a formal certification

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