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Small Giants by Bo Burlingham | One Minute Book Review

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Interview of Bo Burlingham - Small Giants

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Bo Burlingham | Small Giants | Book  
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*Bo Burlingham* BookSummary: \"Small  
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**Small Giants: Companies That Choose  
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**Small Giants: Companies That Choose to Be Great Instead of Big**, 10th-Anniversary Edition Bo Burlingham. 4.5 out of 5 stars 82. Kindle Edition. £10.99. **Tribe of Mentors: Short Life Advice from the Best in the World** Timothy Ferriss. 4.5 out of 5 stars 1,048. Kindle Edition. £9.99.

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

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

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companies have a deep sense of intimacy, and their founders feel deeply connected to employees and local community.

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

Small Giants: Companies That Choose to Be Great Instead of Big by Bo Burlingham

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The 14 companies studied include: Anchor Brewing, CitiStorage, Clif Bar, ECCO, Hammerhead Productions, Righteous Babe... Danny Meyer, USHG I've made much more money by choosing the right things to say no to than by ...

**Small Giants: Companies That Choose**

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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

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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.

**Small Giants--10th-Anniversary:  
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Brief Summary of Book: Small Giants: Companies That Choose to Be Great Instead of Big by Bo Burlingham. Here is a quick description and cover image of book Small Giants: Companies That Choose to Be Great Instead of Big written by Bo Burlingham which was published in 2005-. You can read this before Small

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**[PDF] [EPUB] Small Giants:  
Companies That Choose to Be ...**

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.

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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 Choose to Be ...

**Small Giants: Companies That Choose**

*Page 21/70*

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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

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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 ...

**Small Giants: Companies That Choose**

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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,

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hundred of hours of leadership resources,  
a formal certification program, and  
structured coaching program.

## **Small Giants Community**

In 'Small Giants', journalist Bo  
Burlingham takes us deep inside fourteen  
remarkable privately held companies,

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from a brewery to a record label, that  
chose a different path to success

**Small giants : companies that choose to  
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In *Small Giants*, veteran journalist Bo  
Burlingham takes us deep inside fourteen  
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Square Hospitality Group, the company of  
restaurateur Danny...

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Instead of Big by Bo Burlingham

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

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original microbrewer; CitiStorage Inc., the

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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

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How maverick companies have passed up  
the growth treadmill — and focused on  
greatness instead. It's an axiom of

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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,

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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.,

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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

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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  
company they could create. And he shows  
how we can all benefit by questioning the  
usual definitions of business success. In

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

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

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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

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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 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

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the similarities and learning lessons from the small giants he covers in the book. From the Hardcover edition.

“No two exit experiences are exactly alike. Some people wind up happy with the process and satisfied with the way it turned out while others look back on it as

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a nightmare. The question I hope to answer in this book is why. What did the people with ‘good’ exits do differently from those who’d had ‘bad’ exits?”

When pioneering business journalist and Inc. magazine editor at large Bo Burlingham wrote *Small Giants*, it became an instant classic for its original take on a

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common business problem—how to handle the pressure to grow. Now Burlingham is back to tackle an even more common problem—how to exit your company well. Sooner or later, all entrepreneurs leave their businesses and all businesses get sold, given away, or liquidated. Whatever your preferred outcome, you need to start

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planning for it while you still have time and options. The beautiful part is that if you start early enough, the process will lead you to build a better, stronger, more resilient company, as well as one with a higher market value. Unfortunately, most owners don't start early enough—and pay a steep price for their procrastination.

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Burlingham interviewed dozens of entrepreneurs across a range of industries and identified eight key factors that determine whether owners are happy after leaving their businesses. His book showcases the insights, exit plans, and cautionary tales of entrepreneurs such as Ray Pagano: founder of a leading

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manufacturer of housings for security cameras. He turned down a bid for his company and instead changed his management style, resulting in a subsequent sale for four times the original offer. Bill Niman: founder of the iconic Niman Ranch, which revolutionized the meat industry. He learned about unhappy

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exits when he was forced to sell to private equity investors, leaving him with nothing to show for his thirty-five years in business. Gary Hirshberg: founder of organic yogurt pioneer Stonyfield Farm. He pulled off the nearly impossible task of finding a large company that would buy out his 275 small investors at a premium

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price while letting him retain complete control of the business. Through such stories, Burlingham offers an illuminating and inspirational guide to one of the most stressful, and yet potentially rewarding, processes business owners must go through. And he explores the emotional challenges they face at every step of the

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way. At the end of the day, owning a business is about more than selling goods and services. It's about making choices that shape your entire life, both professional and personal. Finish Big helps you figure out how to face your future with confidence and be able to someday look back on your journey with

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The author of *The Great Game of Business* explains why employee ownership of a company is an essential part of a successful business strategy, offering advice on employee motivation, governing growth, and diversity. Reprint.

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In this expanded 20th Anniversary Edition of the book that started a business revolution, a successful businessman shares his philosophy of management that puts the concerns of the employees first and creates a company that will provide people with lifelong livelihood. Original.

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50,000 first printing.

Small firms in Chicago employ more than 1.6 million individuals—nearly 50 percent of the private work force, according to a new study released this fall by the Small Business Administration. The survey, which defines small firms as those

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employing less than 500 people, also shows that these businesses generate 47 percent of the area's total receipts of \$278 billion dollars. However, SBA statistics also reveal that, on average, of the small businesses starting today, 53 percent will not be in business four years from now. Of these closings, it's estimated that 15

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percent will close due to business failures.

Chicago businessman Jay Goltz understands what it takes for a small business to succeed. During the past twenty years he has owned and operated Artists' Frame Service in Chicago. Goltz started the business in 1978, and today it's the largest, custom retail picture framing

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facility in the world. Now, Goltz shares some his secrets of success.

Ben & Jerry's. Stonyfield Farm. The Body Shop. Tom's of Maine. All leaders in the socially responsible business movement—and all eventually sold to mega-corporations. Do values-driven businesses

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have to choose between staying small, selling off, or selling out? Jill Bamburg says no. Based on intensive interviews with more than thirty growth-oriented, mission-driven entrepreneurs—including American Apparel, Give Something Back, Wild Planet Toys, Organic Valley Family of Farms, and Village Real Estate—her

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book explodes the myths of scale from both ends of the spectrum. She debunks both the limiting “small is beautiful” approach as well as the “you have to sell out to grow” mandate. Focusing on the unique challenges that socially conscious companies face, *Getting to Scale* addresses the issues that affect all businesses:

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Production and personnel Access to  
capital and markets Changes in  
organizational structure Ownership and  
control Corporate culture Filled with  
practical and tested advice, Getting to  
Scale provides a blueprint for socially  
responsible entrepreneurs in any industry  
who want to benefit larger groups of

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customers, have a greater positive impact on their communities, and maintain their independence by scaling up their enterprises.

How small, one-of-a-kind businesses can break through among giants Megachains like Walmart, Starbucks, Home Depot,

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and The Gap attract Americans to thousands of outlets by offering a large selection of goods and services. But this doesn't mean that independent stores can't compete with the big guys-and win. Retail expert George Whalin identifies and explores twenty-five highly popular and profitable independent stores from around

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the country. Unlike the mom-and-pops of yesteryear, these businesses embrace technology and innovation, generate word of mouth, and turn their size into an advantage. They include: ? ABC Carpet and Home in New York City ? Powell's City of Books in Portland, Oregon ? The Junkman's Daughter in Atlanta ? Jungle

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Jim's International Market in Fairfield,  
Ohio Readers will be inspired by how  
these independent stores are thriving and  
take away lessons they can apply to their  
own businesses.

An employer's guide to build motivation  
with the employees.

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How does a suburban pizza joint end up profiled on national magazine covers and network TV news? (Hint: The secret is not in the sauce.) When Nick Sarillo decided to open a family-friendly pizza restaurant in the suburbs of Chicago, people thought he was nuts. Having worked as a carpenter

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for much of his adult life, he lacked any formal experience in restaurants or in managing a small business. Everyone told him no one else would ever care about his place the way he did. They warned he'd have to work 20-hour-days and monitor every employee just to stay in business. But Sarillo saw things differently, and set

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out to run his business in a radically different way. Today Nick's Pizza & Pub is one of the top ten busiest independent pizza restaurants in the country, with two locations that gross about six times the revenue of the typical pizza restaurant. And in an industry where most employees leave within less than a year, Nick's

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annual turnover rate is less than 20 percent. How did he do it? The secret lies in Nick's purpose-driven culture, in which every employee—from the waiters to the chefs to the managers—is equipped with the tools necessary to do their jobs while also advancing the company's overall mission. The result is higher sales, a

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dedicated team, and a big little business that is beloved by the entire community. In *A Slice of the Pie* Sarillo tells the story of how he built his extraordinary culture and shows how anyone can follow his methods. For instance, Nick's managers engage the staff by tracking and rewarding unusual metrics, such as how many guests

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request a particular server or the average  
check amount of each carryout host.

Likewise, team members of all ages and  
levels of experience are encouraged to  
express themselves, acquire new skills,  
and suggest ideas to help the business  
grow. A Slice of the Pie will help  
transform even the smallest, simplest, and

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most ordinary business into a successful,  
high-performance organization.

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