

Get Free Small
Giants:
Companies That
Small
Choose To Be
Giants:
Instead Of
Big
Companies
That
Choose To
Be Great
Instead Of
Big

Get Free Small Giants:

"One is tempted to say 'the only book you'll need on starting a business.' Brilliant! Genius! Choose your superlative- it'll fit." -Tom Peters

People starting out in business tend to seek step-by-step formulas or rules, but in reality there

Get Free Small Giants:

*are no magic
bullets. Rather,
says veteran
company-builder
Norm Brodsky,
there's a mentality
that helps street-
smart
entrepreneurs
solve problems and
pursue
opportunities as
they arise. Brodsky*

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shares his hard-earned wisdom every month in Inc. magazine, in the hugely popular "Street Smarts" column he cowrites with Bo Burlingham. Now they've adapted their best advice into a comprehensive

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*Companies That
Choose To Be
Great Instead Of
Big*
*guide for anyone
running a small
business.*

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

*In a global survey
by the Katzenbach
Center, 80 percent
of respondents
believed that their
organization must*

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evolve to succeed.

*But a full quarter of
them reported that
a change effort at
their organization
had resulted in no
visible results.*

*Why? The fate of
any change effort
depends on
whether and how
leaders engage
their culture: the*

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*Great Instead Of
Big*

*self-sustaining
patterns of
behaving, feeling,
thinking, and
believing that
determine how
things are done in
an organization.*

*Culture is implicit
rather than explicit,
emotional rather
than*

rational—that's

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*what makes it so
hard to work with,
but that's also what
makes it so
powerful. For the
first time, this book
lays out the
Katzenbach
Center's proven
methodology for
identifying your
culture's three
most critical*

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*elements: traits,
characteristics that
are at the heart of
people's emotional
connection to what
they do; keystone
behaviors, actions
that would lead
your company to
succeed if they
were replicated at
a greater scale; and
authentic informal*

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leaders, people who have a high degree of “emotional intuition” or social connectedness. By leveraging these critical few elements, you can tap into a source of catalytic change within your organization.

People will make an

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*emotional, not just
a rational,
commitment to new
initiatives. You will
elicit enthusiasm
and creativity and
build the kind of
powerful company
that people
recognize for its
innate value and
effectiveness.*

Against the
Page 11/220

Get Free Small Giants:

*backdrop of a
burning world, a
young woman
writes honest
poetry about
discovering a new
continent, new
love, new meaning,
and her own -
sometimes
confusing - hunt for
ever more art, sex,
and love.*

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Giants:

*The EXITpreneur's
Playbook*

*How Street-smart
Entrepreneurs*

*Learn to Handle
Whatever Comes
Up*

*How Great
Entrepreneurs Exit
Their Companies
on Top*

*Simply Brilliant
Brand: it Ain't the*

Get Free Small
Giants:

Companies That
*Logo**

Street Smarts

Working

Backwards

From Ordinary to

Irresistible: How

Advisors Can

Market Like the

Greatest Brands in

the World

A guide for medium-
sized businesses in the
tradition of Small Giants

Get Free Small
Giants:
Companies That
addresses concerns
Choose To Be
specific to companies
Great Instead Of
who have grown past
Big the small size but have
not yet reached the
capacities of major
competitors, counseling
entrepreneurial leaders,
executives, and
investors on how to
preserve viability
throughout key periods
of vulnerability.

How maverick

Page 15/220

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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

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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

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Companies That
remarkable companies
Choose To Be
march to their own
Great Instead Of
Big
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

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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

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Big

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

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giants he covers in the
book. From the

Hardcover edition.

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

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small firms as those
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

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these closings, it's estimated that 15 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

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today it's the largest, custom retail picture framing facility in the world. Now, Goltz shares some his secrets of success.

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

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employees first and
creates a company that
will provide people with
lifelong livelihood.

Original. 50,000 first
printing.

Small Giants

Life, Liberty, and the
Pursuit of

Entrepreneurship

Energize Your

Company's Culture by
Choosing What Really
Matters

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Giants:
Companies That
No-Compromise
Leadership
Blend Out Instead Of
Big
133 Tough Lessons I
Learned the Hard Way
Doing: The Most
Rewarding Leadership
Challenge You'll Ever
Take
Built to Sell
**The Wall Street
Journal Bestseller
featured in**

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Giants:

**Bloomberg, Fast
Company, Masters
of Scale, the Motley
Fool, Marketplace
and more. An
indispensable guide
to building a startup
and breaking down
the barriers for
diverse
entrepreneurs from
the visionary venture
capitalist and**

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Giants:
Companies That
pioneering
entrepreneur
Choose To Be
Great Instead Of
Kathryn Finney.

**Build the Damn
Thing is a hard-won,
battle-tested guide
for every
entrepreneur who
the establishment has
left out. Finney, an
investor and startup
champion, explains
how to build a**

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Giants:

**business from the
ground up, from
developing a business
plan to finding
investors, growing a
team, and refining a
product. Finney
empowers
entrepreneurs to
take advantage of
their unique
networks and
resources; arms**

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**readers with
responses to
investors who say,
“great pitch but I
just don’t do Black
women”; and
inspires them to
overcome naysayers
while remaining
“100% That B*tch.”
Don’t wait for the
system to let you
in—break down the**

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Giants:

**door and build your
damn thing. For all
the Builders striving
to build their
businesses in a world
that has overlooked
and underestimated
them: this is the
essential guide to
knowing, breaking,
remaking and
building your own
rules of**

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Giants:

**entrepreneurship in
a startup and
investing world
designed for and by
the “Entitleds.”**

**Wall Street believes
that all public
companies should
grow smoothly and
continuously, as
evidenced by ever-
increasing quarterly
earnings, and that all**

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Giants:

**companies either
"grow or die."**

**Introducing a
research-based
growth model called
"Smart Growth,"
Edward D. Hess
challenges this ethos
and its dangerous
mentality, which
often deters real
growth and
pressures businesses**

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Giants:

Companies That

**to create,
manufacture, and**

purchase noncore

earnings just to

appease Wall Street.

Smart Growth

accounts for the

complexity of growth

from the perspective

of organization,

process, change,

leadership, cognition,

risk management,

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**employee
engagement, and
human dynamics.**

**Authentic growth is
much more than a
strategy or a desired
result. It is a process
characterized by
complex change,
entrepreneurial
action, experimental
learning, and the
management of risk.**

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**Hess draws on
extensive public and
private company
research,
incorporating case
studies of Best Buy,
Sysco, UPS, Costco,
Starbucks,
McDonalds, Coca
Cola, Room &
Board, Home Depot,
Tiffany & Company,
P&G, and Jet Blue.**

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**With conceptual
innovations such as
an Authentic
Earnings and
Growth System
framework, a seven-
step growth funnel
pipeline, a Growth
Decision Template,
and a Growth Risks
Audit, Hess provides
a blueprint for an
enduring business**

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**that strives to be
better, rather than
simply bigger.**

Small

Giants Companies

That Choose to Be

Great Instead of Big,

10th-Anniversary

Edition Penguin

The classic story of a

Norwegian pioneer

family's struggles

with the land and the

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Companies That
elements of the
Choose To Be
Dakota Territory as
Great Instead Of
they try to make a
Big
new life in America.
The Knack
Feeding You Lies
Designing Products
and Services for
Three Billion New
Customers
Leading a Great
Enterprise through
Dramatic Change

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Big

**The Business
Solution to Poverty
A Saga of the Prairie
Get A Grip
How Entangled
Companies Move
Beyond Employee
Engagement for
Remarkable Results**

*What if the real key
to a richer and more
fulfilling career was
not to create and scale*

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*a new start-up, but
rather, to be able to
work for yourself,
determine your own
hours, and become a
(highly profitable)
and sustainable
company of one?*

*Suppose the
better--and
smarter--solution is
simply to remain
small? This book*

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*explains how to do
just that. Company of
One is a refreshingly
new approach
centered on staying
small and avoiding
growth, for any size
business. Not as a
freelancer who only
gets paid on a per
piece basis, and not as
an entrepreneurial
start-up that wants to*

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*Companies That
Choose To Be
Great Instead Of
Big*

scale as soon as possible, but as a small business that is deliberately committed to staying that way. By staying small, one can have freedom to pursue more meaningful pleasures in life, and avoid the headaches that result from dealing with

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Giants:

*employees, long
meetings, or worrying
about expansion.*

*Company of One
introduces this unique
business strategy and
explains how to make
it work for you,
including how to
generate cash flow on
an ongoing basis.*

*Paul Jarvis left the
corporate world when*

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he realized that working in a high-pressure, high profile world was not his idea of success. Instead, he now works for himself out of his home on a small, lush island off of Vancouver, and lives a much more rewarding and productive life. He no

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Big*

*longer has to contend
with an environment
that constantly
demands more
productivity, more
output, and more
growth. In Company
of One, Jarvis
explains how you can
find the right
pathway to do the
same, including
planning how to set up*

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Giants:
Companies That
your shop,
Choose To Be
Great Instead Of
Big

*determining your
desired revenues,
dealing with
unexpected crises,
keeping your key
clients happy, and of
course, doing all of
this on your own.*

*As business leaders,
we are so often called
to do things: make
decisions, fix*

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*problems, manage
money. But, the irony
is, the more we do, the
less control we have.
Effective leadership
requires composition,
control, and focus-
skills which are all
strengthened by
learning to do nothing.
Years of practicing
mindful meditation
have helped Rob Dube*

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*become an acclaimed
entrepreneur,
propelling his
leadership to new
heights. In donothing,
he shares his
experiences with
meditation and silent
retreats, the wisdom
of other business
leaders who have
established meditation
routines, and*

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Big*

*scientific studies that
prove the positive
effects of meditation
on the mind, body,
and heart. He also
teaches you how to
meditate-the easy
part!-and the best
ways to turn a daily
practice into a
lifelong habit. It's
time to become the
strongest, most*

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Giants:

*efficient, and most
mindful leader you
can be-and all by
embracing the ability
to do nothing.*

*This follow-up to New
York Times bestseller
The Food Babe Way
exposes the lies we've
been told about our
food--and takes
readers on a journey
to find healthy*

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options. There's so much confusion about what to eat. Are you jumping from diet to diet and nothing seems to work? Are you sick of seeing contradictory health advice from experts? Just like the tobacco industry lied to us about the dangers of cigarettes, the same

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Giants:

*untruths, cover-ups,
and deceptive
practices are*

*occurring in the food
industry. Vani Hari,
aka The Food Babe,
blows the lid off the
lies we've been fed
about the food we
eat--lies about its
nutrient value, effects
on our health, label
information, and even*

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Companies That

*the very science we
base our food choices
on. You'll discover: •*

*How nutrition
research is*

*manipulated by food
company funded*

*experts • How to spot
fake news generated*

*by Big Food • The
tricks food companies*

*use to make their food
addictive • Why*

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Companies That

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Great Instead Of

Big

labels like "all

natural" and "non-

GMO" aren't what

they seem and how to

identify the healthiest

food • Food

marketing hoaxes that

persuade us into

buying junk food

disguised as health

food Vani guides you

through a 48-hour

Toxin Takedown to

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Giants:

*rid your pantry, and
your body, of
harmful chemicals--a
quick and easy plan
that anyone can do. A
blueprint for living
your life without
preservatives,
artificial sweeteners,
additives, food dyes,
or fillers, eating
foods that truly
nourish you and*

Get Free Small
Giants:

*support your health,
Feeding You Lies is
the first step on a new
path of truth in
eating--and a journey
to your best health
ever.*

*The nearly three
billion people living
on \$2 a day are not
just the world's
greatest
challenge?they*

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Giants:
Companies That
*represent an
extraordinary market
opportunity. The key
is what Paul Polak
and Mal Warwick
call Zero-Based
Design: starting from
scratch to create
innovative products
and services tailored
for the very poor,
armed with a
thorough*

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Choose To Be
Great Instead Of
Big*

*understanding of
what they really want
and need and driven
by what Polak and
Warwick call? the
ruthless pursuit of
affordability.? Polak
has been doing this
work for years, and
Warwick has
extensive experience
in both business and
philanthropy.*

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*Together, they show
how their design
principles and vision
can enable
unapologetic
capitalists to supply
the very poor with
clean drinking water,
electricity, irrigation,
housing, education,
health care, and other
necessities at a
fraction of the usual*

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Big*

*cost and at profit
margins comparable
to those of businesses
in the developed
world. Promising
governmental and
philanthropic efforts
to end poverty have
not reached scale
because they lack the
incentives of the
market to attract
massive resources.*

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*This book opens an
extraordinary
opportunity for*

*nimble entrepreneurs,
investors, and*

corporate executives

that will result not

only in vibrant,

growing businesses

but also a better life

for the world's

poorest people.?One

of the most hopeful

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Big*

*propositions to come
along in a long time.
Paul Polak and Mal
Warwick's approach
is original, ambitious,
and practical?and it
just may be the key to
reducing the number
of people in poverty
on a very large scale.
Polak and Warwick
lay out a practical
and systematic way to*

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*Companies That
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Great Instead Of
Big
work on a global
scale, transforming
the lives of hundreds
of millions of poor
people.??President
Bill Clinton.*

*Companies that
Choose to be Great
Instead of Big
Why Staying Small Is
the Next Big Thing
for Business*

**its' Waht People*

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Giants:
Companies That
Choose To Be
Great Instead Of
Big

Think of You TM
What to Do when
Your Company is Too
Big to be Small But
Too Small to be Big
How to Start a
Successful Business
If You're Not a Rich
White Guy
How Great
Organizations Do
Ordinary Things in

Get Free Small Giants:

Extraordinary Ways UNSCRIPTED

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the

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company-even if it's
profitable-can stand
on its own. To

illustrate this,

Warrillow introduces
us to a fictional
small business
owner named Alex
who is struggling to
sell his advertising
agency. Alex turns
to Ted, an
entrepreneur and

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old family friend,
who encourages
Alex to pursue three
criteria to make his
business sellable: *

Teachable: focus on
products and
services that you
can teach
employees to
deliver. * Valuable:
avoid price wars by
specialising in doing

Get Free Small Giants:

one thing better
than anyone else. *

Repeatable:

generate recurring
revenue by
engineering
products that
customers have to
repurchase often.

Working Backwards
is an insider's
breakdown of
Amazon's approach

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Companies That

to culture,
leadership, and best
practices from two

long-time Amazon
executives—with

lessons and

techniques you can
apply to your own

company, and

career, right now. In

Working Backwards,

two long-serving

Amazon executives

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Big

reveal the principles
and practices that
have driven the
success of one of
the most
extraordinary
companies the
world has ever
known. With twenty-
seven years of
Amazon experience
between
them—much of it

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Big

during the period of
unmatched
innovation that
created products
and services
including Kindle,
Amazon Prime,
Amazon Studios,
and Amazon Web
Services—Bryar
and Carr offer
unprecedented
access to the

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Amazon way as it was developed and proven to be repeatable, scalable, and adaptable. With keen analysis and practical steps for applying it at your own company—no matter the size—the authors illuminate how Amazon's

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fourteen leadership principles inform decision-making at all levels of the company. With a focus on customer obsession, long-term thinking, eagerness to invent, and operational excellence, Amazon's ground-level practices

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ensure these
characteristics are
translated into

action and flow
through all aspects
of the business.

Working Backwards
is both a practical
guidebook and the
story of how the
company grew to
become so
successful. It is filled

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with the authors' in-
the-room
recollections of what
“Being Amazonian”
is like and how their
time at the company
affected their
personal and
professional lives.
They demonstrate
that success on
Amazon's scale is
not achieved by the

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Big

genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time. Whatever your talent, career or organization

Get Free Small
Giants:
Companies That
might be, find out
Choose To Be
how you can put
Great Instead Of
Working Backwards
Big
to work for you.

The world of fiber
optic connections
reaching
neighborhoods,
homes, and
businesses will
represent as great a
change from what
came before as the

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advent of electricity.

The virtually
unlimited amounts
of data we'll be able
to send and receive
through fiber optic
connections will
enable a degree of
virtual presence that
will radically
transform health
care, education,
urban administration

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Big
and services,
agriculture, retail
sales, and offices.

Yet all of those
transformations will
pale compared with
the innovations and
new industries that
we can't even
imagine today. In a
fascinating account
combining policy
expertise and

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Companies That

compelling on-the-
ground reporting,

Choose To Be
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Susan Crawford
reveals how the

giant corporations

that control cable

and internet access

in the United States

use their

tremendous

lobbying power to tilt

the playing field

against competition,

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holding back the
infrastructure
improvements
necessary for the
country to move
forward. And she
shows how a few
cities and towns are
fighting monopoly
power to bring the
next technological
revolution to their
communities.

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“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 a nightmare. The question I hope to answer in this book

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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

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original take on a 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

Get Free Small Giants:

Companies That
their businesses

Choose To Be
and all businesses

Great Instead Of
get sold, given

Big
away, or liquidated.

Whatever your
preferred outcome,

you need to start
planning for it while

you still have time

and options. The

beautiful part is that

if you start early

enough, the process

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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.

Burlingham interviewed dozens

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Companies That
of entrepreneurs
Choose To Be
across a range of
Great Instead Of
industries and

Big
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

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Companies That

such as Ray

Pagano: founder of
a leading

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

Get Free Small Giants:

four times the original offer. Bill Niman: founder of the iconic Niman Ranch, which revolutionized the meat industry. He learned about unhappy exits when he was forced to sell to private equity investors, leaving him with nothing to

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Big

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

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Big
premium 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,

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Big

processes business owners must go through. And he explores the emotional challenges they face at every step of the way. At the end of the day, owning a business is about more than selling goods and services. It's about making

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Big

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 pride.
Make Great Money.
Work the Way You

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Like. Have the Life
Choose To Be
You Want
Great Instead Of
Giants in the Earth
Big
How to Take Your
Artisan Food Idea
from Concept to
Marketplace
A Stake in the
Outcome
The Million-Dollar,
One-Person
Business, Revised
Getting to Scale

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Companies That

Choose Your
Customer: How to

Choose To Be
Great Instead Of

Big

the Digital Giants

and Thrive

The Critical Few

The Great Game

of Business

started a business

revolution by

introducing the

world to open-

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book
Choose To Be
management, a
Great Instead Of
new way of
Big
running a business
that created
unprecedented
profit and
employee
engagement. The
revised and
updated edition of
The Great Game

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Great Instead Of
Big

of Business lays
out an entirely
different way of
running a
company. It wasn't
dreamed up in an
executive think
tank or an Ivy
League business
school or around
the conference
table by big-time

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Big
consultants. It was
forged on the
factory floors of
the heartland by
ordinary folks
hoping to figure
out how to save
their jobs when
their parent
company,
International
Harvester, went

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down the tubes.
What these
workers created
was a
revolutionary
approach to
management that
has proven itself in
every industry
around the world
for the past thirty
years--an

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Big

approach that is
perhaps the last,
best hope for

reviving the
American Dream.
The author of *The
Great Game of
Business* explains
why employee
ownership of a
company is an
essential part of a

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successful
Choose To Be
Great Instead Of
Big
business strategy,
offering advice on
employee
motivation,
governing growth,
and diversity.

Reprint.

The measure of
the executive,
Peter Drucker
reminds us, is the

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ability to 'get the
right things done'.
Usually this
involves doing
what other people
have overlooked,
as well as avoiding
what is
unproductive. He
identifies five
talents as
essential to

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effectiveness, and
these can be
learned; in fact,
they must be
learned just as
scales must be
mastered by every
piano student
regardless of his
natural gifts.
Intelligence,
imagination and

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knowledge may all
be wasted in an
executive job
without the
acquired habits of
mind that convert
these into results.
One of the talents
is the
management of
time. Another is
choosing what to

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contribute to the particular organization. A third is knowing where and how to apply your strength to best effect. Fourth is setting up the right priorities. And all of them must be knitted together by

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effective decision-making. How these can be developed forms the main body of the book.

The author ranges widely through the annals of business and government to demonstrate the distinctive skill of the executive. He

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turns familiar
experience upside
down to see it in
new perspective.

The book is full of
surprises, with its
fresh insights into
old and seemingly
trite situations.

A columnist for Inc.
outlines his
theories about

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street-smart
businesspeople
who appear to
possess unique
intuitive gifts, in an
anecdotal guide
that shares real-life
stories about how
companies met
various challenges
by identifying
potential problems,

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Big
focusing on goals,
and maintaining
perspective.

30,000 first
printing.

Growing Your
Business Without
Selling Out
Inside the 25 Best
Independent
Stores in America
Insights, Stories,

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Companies That
and Secrets from
Choose To Be
Inside Amazon
Great Instead Of
Fiber
Big
Build the Damn
Thing
Street-Smart
Entrepreneur
Smart Growth
The Great Game
of Business
**Business wisdom
from more than**

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**seventy-five food
industry experts,
specialty food
buyers, and
entrepreneurs to
help you start and
run a small culinary
concern. For those
ready to follow their
foodie dreams (or at
least start thinking
about it) Good Food,
Great Business is the**

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Great Instead Of
Big

**place to get
organized and decide
whether creating a
specialty food
business is really
possible. Whether
the goal is selling a
single product online
or developing a line
of gourmet foods to
be sold in grocery
chains, this working
handbook helps**

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Big**
**readers become food
entrepreneurs—from
concept to
production to sales
to marketing. Using
real life examples
from more than
seventy-five
individuals and
businesses that have
already joined the
ranks of successful
enterprises, the book**

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Giants:

**walks readers
through the good, the
bad, and the ugly of
starting a food
business. In these
pages, you'll learn . .
. Personal habits and
business
fundamentals that
will help you in every
walk of life How to
choose the business
idea or ideas that**

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**best fit you and your
personality How to
determine the**

**viability of those
ideas Concrete steps
you need to take to
make your business
a reality**

**What if Life Wasn't
About 50 Years of
Wage-Slavery,
Paying Bills and then
Dying? Tired of**

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**sleepwalking
through a mediocre
life bribed by
mindless video-
gaming, redemptive
weekends, and a
scant paycheck from
a soul-suffocating
job? Welcome to the
SCRIPTED club—
where membership is
neither perceived or
consented. The fact**

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**is, ever since you've
been old enough to
sit obediently in a
classroom, you have
been culturally
engineered for
servitude,
unwittingly enslaved
into a Machiavellian
system where
illusionary rules go
unchallenged,
sanctified traditions**

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Giants:

**Companies That
Choose To Be
Great Instead Of
Big**
**go unquestioned, and
lifelong dreams go
unfulfilled. As a
result, your life is
hijacked and
marginalised into
debt, despair, and
dependence. Life's
death sentence
becomes the daily
curse of the trivial
and mundane. Fun
fades. Dreams die.**

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Giants:

**Don't let life's
consolation prize
become a car and a
weekend. Recapture
what is yours and
make a revolutionary
repossession of life-
and-liberty through
the pursuit of
entrepreneurship. A
paradigm shift isn't
needed—the damn
paradigm needs to be**

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Giants:

thrown-out

altogether. The truth

is, if you blindly

follow conventional

wisdom pushed by

conventional people

living conventional

lives, can you expect

to be anything but

conventional?

Rewrite life's script:

ditch the job, give

Wall Street the bird,

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Big

**and escape the
insanity of trading
your life away for a
paycheck and an
elderly promise
called retirement.
UNSCRIPT today
and start leading
life— instead of life
leading you.**

**Who Says Elephants
Can't Dance? sums
up Lou Gerstner's**

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**historic business
achievement,
bringing IBM back
from the brink of
insolvency to lead the
computer business
once again. Offering
a unique case study
drawn from decades
of experience at
some of America's
top companies --
McKinsey, American**

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**Express, RJR
Nabisco -- Gerstner's
insights into
management and
leadership are
applicable to any
business, at any
level. Ranging from
strategy to public
relations, from
finance to
organization,
Gerstner reveals the**

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Great Instead Of
Big**
**lessons of a lifetime
running highly
successful
companies.**

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

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mega-corporations.

**Do values-driven
businesses 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**

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Companies That
—including
Choose To Be
Great Instead Of
Big
American Apparel,
Give Something
Back, Wild Planet
Toys, Organic Valley
Family of Farms,
and Village Real
Estate—her book
explodes the myths
of scale from both
ends of the
spectrum. She
debunks both the

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**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**

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**responsible
entrepreneurs in any
industry who want to
benefit larger groups
of customers, have a
greater positive
impact on their
communities, and
maintain their
independence by
scaling up their
enterprises.**

Good Food, Great

Page 130/220

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Choose To Be
Great Instead Of
Big**

**Business
Vagabonding
The Only Sensible
Way to Run a
Company
No Man's Land
Finish Big
It's My Company
Too!
Building a Culture
of Ownership for the
Long-Term Success
of Your Business**

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**An Entrepreneurial
Fable . . . Your
Journey to Get Real,
Get Simple, and Get
Results**

***"How to Succeed
as a Small
Business Owner
... and Still Have
a Life!" An
"owner's
manual" for
small***

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**businesses! Put
your business on
"auto-pilot."**

Learn how to ... -

Use your

business as a

tool to enhance

your personal

life - Set

ambitious goals

and achieve

them - Develop a

real, working

business plan -

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**Use values to
provide guidance
to your staff -
even when
you're not at the
office - Get the
right people on
your team and
keep them there
- Delegate
effectively -
Create a "self-
healing" culture
that practically**

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Giants:

***fixes its own
problems - And
much more "If
you own a small
business, or are
thinking of
starting one, you
need Bill Collier's
wonderful book.
Bill writes clearly
and succinctly as
a small business
owner who
learned how to***

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***do it right. His
book is a much-
needed guide for
anyone who
wants to get the
most out of the
small business
experience."*** --

***Bo Burlingham,
editor-at-large of
Inc. magazine***

About the

Author: Bill

Collier is a long-

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Companies That
time
entrepreneur
who knows what
it's like to have
to "make
payroll." Bill
earned success
the hard way -
grinding it out
for years after
starting his first
business, and
learning from his
own mistakes.

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After a good first few years, his company hit a wall. Morale was low, employee turnover was high, and cash flow was awful. In near desperation, he discovered a number of common-sense management

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**approaches that
saw his firm
through years of
prosperity.**

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Edition

**How maverick
companies have
passed up the
growth treadmill
— and focused**

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Companies That
**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**

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***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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*companies that
choose to be
great instead of
big*

**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**

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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;

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**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**

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Giants:

**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**

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Companies That
**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**

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Companies That
Choose To Be
Creditors Of
Big
It's time to take
your business to
the next level.
Eileen Sharp and
Vic Hightower
were frustrated.
After years of
profitable,
predictable
growth, Swan
Services was in a

Get Free Small
Giants:

*rut. Meetings
were called and
discussions held,
but few decisions
were made and
even less got
done. People
were pointing
fingers and
assigning blame,
but nothing
happened to
solve Swan's
mounting*

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Giants:

*problems. It felt
as though they
were working
harder than ever
but with less
impact. The
company Eileen
and Vic had
founded and
built for 10 years
was a different
place. It just
wasn't fun
anymore. Their*

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***story is not
unusual. The
challenges they
were facing are
common,
predictable, and
solvable. Get A
Grip tells the
story of how
Swan Services
resolves its
issues by
implementing
the***

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***Entrepreneurial
Companies That
Choose To Be
Operating
System®. With
the help of EOS,
Eileen, Vic, and
their leadership
team master a
set of managerial
tools that allow
them to get
traction on their
business, grow
the business,
and deliver***

Get Free Small
Giants:

***better results for
clients. The story
of Swan Services
is a fable, but
the***

***Entrepreneurial
Operating
System® is very
real and has
helped
thousands of
businesses
worldwide. A
complete***

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Giants:

***entrepreneurial
toolkit, EOS has
helped Instead Of
thousands of
businesses get
to where they
want to be. In
Get A Grip, learn
how Swan
Services leaders
learned to
develop and
commit to a clear
vision, establish***

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*focus, build
discipline, and
create a
healthier and
more cohesive
team. With
characters and
situations
created from
collective
business
experiences and
stories, Get A
Grip is a fable*

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Companies That
*that will ring
true for
entrepreneurial
leaders the world
over and guide
them to get their
companies on
track.*

*"The
EXITpreneur's
Playbook is the
ultimate guide to
selling an online
business. We all*

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Companies That
**need to
transition our
businesses
someday, and
those that learn
from this book
will have a
smoother
experience, an
improved deal
structure, and a
stronger bank
account."**

-Walker Deibel,

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bestselling
author of Buy
Then Build Most
people start an
online business
for the freedom,
autonomy, and
money that come
with entrepreneu
rship-but what
they often find
instead is the
feeling that
they're running

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*Companies That
Choose To Be
Small Instead Of
Big*

***on a hamster
wheel and can't
jump off. If you
were looking to
exit your
business, would
you know how?
Do you know
what your
business is truly
worth? This book
will shift your
mindset from
entrepreneur to***

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EXITpreneur.
After all, the
majority of all
the money you'll
ever make from
your business
comes on the
day you sell-so
it's important to
get the exit
right. In The
EXITpreneur's
Playbook, Joe
Valley shares his

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Choose To Be
Great Instead Of
Big*

**experience in all
facets of exiting
an online
business through
direct
experiences and
real-life
examples, with
clear math and
logic. You'll learn
to: ● Assess the
value of your
business and
reverse engineer**

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Companies That
*a path to an
incredible exit ●
Avoid the
"ignorance
discount" when
selling a
business on your
own ● Negotiate
favorable deal
terms and
conditions ●
Calculate the all-
important
seller's*

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**discretionary
earnings ●**

**Create rock-solid
pillars every
buyer wants The
EXITpreneur's
Playbook is the
definitive guide
to achieving your
own incredible
exit, at the right
time and value,
and with the
best deal**

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Great Instead Of
Big*

**structure that
allows you to
move on to your
next adventure-
with not just
money in the
bank, but
satisfaction and
peace of mind.
The Hockey Stick
Principles
How to Sell Your
Online Business
for Top Dollar by**

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Pathway to
Success**
**Retail Superstars
Building an
Enduring
Business by
Managing the
Risks of Growth
The Coming Tech
Revolution—and
Why America
Might Miss It**

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Big
Creating a
Business That
Can Thrive
Without You***

Cofounder of
Fast Company
magazine and

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bestselling
author of
Choose To Be
Great Instead Of
Mavericks at
Big
Work and
Practically
Radical shows
how true
business
innovation can
spring from
the
unlikeliest

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places. Far
Choose To Be
away from
Great Instead Of
Silicon
Big
Valley, in
familiar,
traditional,
even
unglamorous
fields,
ordinary
people are
unleashing

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Companies That
Choose To Be
Great Instead Of
Big

**extraordinary
advances that
amaze**

**customers,
energize
employees, and
create huge
economic
value. Their
secret? They
understand
that the work**

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Companies That
of inventing
Choose To Be
the future
Great Instead Of
doesn't just
Big
belong to
geeks
designing
mobile apps
and virtual-
reality
headsets, or
to social-
media

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entrepreneurs
Choose To Be
hoping to
Great Instead Of
launch the
Big
next Facebook.

Some of
today's most
compelling
organizations
are doing
brilliant
things in
simple

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Big

settings such
as retail
banks, office
cleaning
companies,
department
stores, small
hospitals, and
auto
dealerships.

William C.
Taylor,

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Big

cofounder of
Fast Company
and best-
selling author
of Practically
Radical,
traveled
thousands of
miles to visit
these hotbeds
of simple
brilliance and

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Companies That
Choose To Be
Great Instead Of
Big
unearth the
principles and
practices
behind their
success. He
offers
fascinating
case studies
and powerful
lessons that
you can apply
to do ordinary

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Companies That

things in
Choose To Be
extraordinary
Great Instead Of
ways,

Big
regardless of
your industry
or profession.

Consider, for
instance,

how... Miami
Beach's

dazzling 1111
Lincoln Road

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Choose To Be
Great Instead Of
Big
reimagined the
humble parking
garage as a
high-profile
public space
that hosts
weddings, yoga
classes, and
celebrity
gatherings.

·USAA, the fin
ancial-

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Companies That
services giant
Choose To Be
that provides
Great Instead Of
soldiers and
Big
their families
with insurance
and banking
products,
inspires
frontline
employees to
deliver
legendary

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Choose To Be
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Big
service by
immersing them
in military
culture.

· Pal's Sudden
Service, a
fast-food
chain with a
cult
following,
serves up
burgers and

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Great Instead Of
Big

fries with
such speed and
accuracy that
companies from
other
industries pay
to learn from
its
astonishing
discipline.

· Lincoln
Electric, a

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Giants:

Companies That
manufacturer
Choose To Be
based in

Great Instead Of
Euclid, Ohio,
Big

dominates its
ultracompetitive
markets
with a fierce
devotion to
quality and
productivity.

But the key to
its prosperity

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Big

is a share-the-
wealth model
that gives
everybody a
sense of
security and a
piece of the
action. It has
maintained a
strict no-
layoff pledge
since 1958. As

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Companies That
Taylor writes:

Choose To Be
Great Instead Of
Big
“The story of
this book, its
message for
leaders who
aim to do
something
important and
build
something
great, is both
simple and

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Big

**subversive: In
a time of
wrenching
disruptions
and
exhilarating
advances, of
unrelenting
turmoil and
unlimited
promise, the
future is open**

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The thrill of
Great Instead Of
breakthrough

Big
creativity and

breakaway

performance .

. . can be

summoned in

all sorts of

industries and

all walks of

life, if

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leaders can
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reimagine
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what's
Big
possible in
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that help them
find customers
around the
world,
everyday
people are
starting
meaningful
businesses
that offer a
high-paying
alternative to

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a corporate
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career. In
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Big

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on their own
terms.

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successful
start-up
followed a
predictable
pattern, and
by knowing
that pattern
ahead of time,
you could be
more

successful? In
The Hockey

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Stick
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Principles,
Great Instead Of
business
Big

consultant
Bobby Martin
shares his
study of more
than 100 new
businesses,
from Lending
Tree to Under
Armour to

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iContact, to
show that
every one of
them has had a
"hockey stick"
growth
history,
starting with
a tinkering
period, moving
through the
daunting

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"blade years"
before finally
making it to
the crucial
inflection
point that
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surging
growth. In
this simple
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Martin takes
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each of those
four stages of
the hockey
stick pattern,
giving us a
road map that
will help any
entrepreneur
navigate the
inevitable ups

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and downs of
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their
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business's
Big
early years.

Two top
specialists in
profitable
growth and
innovative cus
tomer-supplier
relationships
show companies

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of all sizes
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Big
giants—by
choosing and
providing
peerless value
to the right
customers for
long-term
success. Every
year, managers

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at companies
Choose To Be
large and
Great Instead Of
small are
Big
finding it
harder to
compete with
the likes of
Google and
Amazon, who
are muscling
into their
businesses,

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stealing their
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customers, and
Great Instead Of
cornering
Big
every

conceivable
market and
service. There
is, however, a
way for
companies to
survive—and
win—in this

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era of digital
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behemoths.

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Big
Customer is a
powerful, cons
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the team that

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major national
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shows managers
how to:
Identify the
customers who
are the most
profitable—and
focus on them.
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services and
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experiences
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that can't be
replicated by
the tech
giants, no
matter how
much data they
have, or how
much
automation
they use.

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Support your
Choose To Be
chosen
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customers'
diverse and
rapidly
evolving needs
to accelerate
profitability
and growth.

These customer-
driven
strategies

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enable leaders
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to build a
Great Instead Of
uniquely
Big
targeted

business that
the digital
giants just
can't match.

From
unbeatable
customer
service to

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superior
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pricing and
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product
Big

selection,
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Customer
provides
detailed and
actionable
advice on how
to compete
successfully

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with the big
guys and how
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outlets by offering a
large selection of
goods and services.

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mean that
independent stores
can't compete with
the big guys-and
win. Retail expert
George Whalin
identifies and
explores twenty-
five highly popular*

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*and profitable
independent stores
from around 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*

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*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
Jim's International
Market in Fairfield,
Ohio Readers will
be inspired by how*

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*these independent
stores are thriving
and take away
lessons they can
apply to their own
businesses.*

*Brands are more
important than ever
to the survival of
North American
business. Our
manufacturing base
continues to*

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*disappear. An
unprecedented
volume of
commercial*

*messaging makes it
ever more difficult
for Brands to reach
customers or
employees. Yet
"Brand" is
misunderstood.*

*Egged on by
business schools*

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*and the ad industry,
most senior
executives equate
their Brand with
their logo or
advertising. They
think the Brand
isn't their
responsibility, but
that of the
marketing
department alone.
With colorful stories*

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*drawn from his
37-year career, Ted
Matthews
challenges our
business leaders to
achieve their
Brands' full promise
by accepting that A
Brand is what
people think of
youT - and by
taking ultimate
responsibility for it.*

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you know how
much you can
accomplish, so why
aren't prospects
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they don't know
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applying those
steps in such a way
that any small
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marketing hack. As
with every
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success, successful
marketing and long-
term customer
retention takes
concerted effort,
persistent
reinforcement, and
an unrelenting
desire to be better
than you were the
day before. It's not
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