

Small Giants Companies That Choose To Be Great

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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

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 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 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 giants he covers in the book

this book explores the evolving dynamics of market competition in an age defined by rapid technological advancements and globalization drawing from interdisciplinary research across evolutionary theory economics computer science and biology it provides strategies for businesses both large and small to thrive in fiercely competitive environments this book will interest scholars businesspeople and economists

global competitiveness has always been a hotly debated issue promoting differing opinions among economists management strategists business leaders and policy analysts and consultants global economic competition provides a broad framework to compare the united states economy with 23 other global economies this is done by presenting empirical evidence in a series of comparative analyses of economic competition using data pertaining to specific countries industries and companies in this volume the electronics industries are used to illustrate an ongoing economic warfare among competing regions nations and cluster companies across the electronic technology chain employing the latest empirical data to evaluate the competitiveness of the us economy and its electronic industries and companies in the 1980s and early 1990s global economic competition will be of interest not only to those who study economics management science and international trade but also to policy makers and business leaders

multi volume major reference work bringing together histories of companies that are a leading influence in a particular industry or geographic location for students job candidates business executives historians and investors

this book examines nine companies that are merging social responsibility with wild profitability and reveals the six factors responsible for their success including iconoclastic leadership fueled by deep conviction and a rebellious streak disruptive innovation that uses sustainability to spur the development of radically better products and services a higher purpose that ignites the company when the mission leads profits follow this new breed of billion dollar businesses proves it s possible to achieve enormous success while implementing sustainable principles that help consumers live better lives packed with eye opening research exclusive interviews and enlightening examples from chipotle toyota unilever tesla general electric and more this book serves as a blueprint for sustainable success that anyone can follow

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