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Small Giants: Companies that Choose to Be Great Instead of Big - by Bo Burlingham, Editor at Large of Inc. Magazine

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Small Giants. The companies, these “small giants”, as Burlingham has labelled them, provide exceptional quality. They engage exceptional employees who, in turn, provide exceptional customer service. These companies have particularly strong ties to their communities, rabidly loyal employees and customers that rave about them.

Small Giants by Bo Burlingham - Small Giants - Bo Burlingham

Small Giants: Companies That Choose to Be Great Instead of Big by Bo Burlingham Summary
Burlingham studies 14 companies which have chosen to be the best in their field, rather than growing for growth's sake.

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