

# Small Giants



[Small Giants\\_ 下载链接1](#)

著者:Bo Burlingham

出版者:Portfolio Trade

出版时间:2007-03-27

装帧:Paperback

isbn:9781591841494

It is 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 and 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. "Small Giants" is a finalist for the "Financial Times" / Goldman Sachs Business Book of the Year Award

作者介绍:

目录:

[Small Giants 下载链接1](#)

标签

管理

商业

成长

business

每周工作四小时

思维

评论

做大还是不做大，确实不仅仅是能力的问题，而更加是选择的问题，我个人选择，要做大！

-----  
[Small Giants\\_下载链接1](#)

书评

-----  
[Small Giants\\_下载链接1](#)