



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

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Complete summary of Bo Burlingham's book: "Small Giants: Companies that Choose to Be Great Instead of Big".

This summary of the ideas from Bo Burlingham's book "Small Giants" shows how many people believe that success must be measured by growth. However, the vast majority of businesses are privately owned and can stay at the same size and still generate excellent profits year after year. In his book, the author identifies seven keys to success for small business giants and how they can be implemented into any business. This summary is the perfect guide for any businessperson that wants their company to work for them and their lifestyle.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Small Giants" and discover how you can still be successful and generate profits without becoming a large, publicly owned business.

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