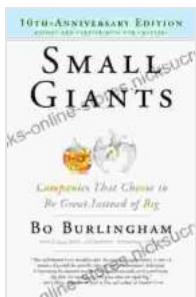


Companies That Choose to Be Great Instead of Big: 10th Anniversary Edition

In the business world, it's easy to get caught up in the pursuit of growth. Bigger is better, right? Not necessarily. In fact, some of the most successful companies in the world have chosen to focus on being great instead of big.



Small Giants: Companies That Choose to Be Great Instead of Big, 10th-Anniversary Edition by Bo Burlingham

★★★★☆ 4.6 out of 5

Language	: English
File size	: 1165 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 264 pages



What does it mean to be a great company? It means having a clear sense of purpose and values, and then living those values every day. It means putting customers first, and always striving to exceed their expectations. It means creating a positive and supportive work environment where employees can thrive. And it means giving back to the community and making a positive impact on the world.

Great companies are not always the biggest companies. But they are often the most successful companies. They are the companies that people love

to do business with, and the companies that employees are proud to work for. They are the companies that make a difference in the world.

Here are 10 companies that have chosen to be great instead of big:

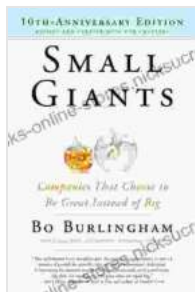
1. **Patagonia:** Patagonia is a clothing company that is known for its commitment to environmental sustainability. The company uses recycled materials in its products, and it donates 1% of its sales to environmental causes. Patagonia is also a vocal advocate for environmental protection.
2. **Warby Parker:** Warby Parker is an eyeglass company that is known for its affordable prices and its stylish frames. The company also has a social mission: for every pair of glasses sold, Warby Parker donates a pair to someone in need.
3. **lululemon:** lululemon is a yoga-inspired athletic apparel company that is known for its high-quality products and its passionate community of customers. The company is also committed to sustainability, and it uses eco-friendly materials in its products.
4. **Zappos:** Zappos is an online shoe retailer that is known for its excellent customer service. The company has a "happiness" culture, and its employees are empowered to do whatever it takes to make customers happy.
5. **Airbnb:** Airbnb is a home-sharing company that is known for its unique and affordable accommodations. The company has a global community of hosts and guests, and it has helped to make travel more accessible and affordable for people around the world.

6. **Tesla:** Tesla is an electric car company that is known for its innovative technology and its commitment to sustainability. The company's cars are some of the most technologically advanced on the market, and they are helping to reduce emissions and promote clean energy.
7. **Slack:** Slack is a business communication platform that is known for its ease of use and its powerful features. The company has a strong focus on customer satisfaction, and it is constantly adding new features to make its product even better.
8. **Canva:** Canva is a graphic design platform that is known for its user-friendly interface and its vast library of templates. The company has made it easy for people of all skill levels to create beautiful designs.
9. **Asana:** Asana is a work management platform that is known for its flexibility and its powerful features. The company helps teams to organize their work, track their progress, and collaborate more effectively.
10. **Shopify:** Shopify is an e-commerce platform that is known for its ease of use and its powerful features. The company has helped businesses of all sizes to create online stores and sell their products online.

These are just a few examples of companies that have chosen to be great instead of big. These companies are all different in their own way, but they share a common commitment to excellence. They are all passionate about their products and services, and they are all committed to making a positive impact on the world.

If you are looking to build a successful company, then you should consider focusing on greatness instead of size. It's not always easy, but it's worth it.

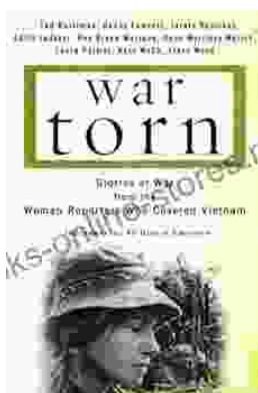
Great companies are more successful, more profitable, and more sustainable than big companies. And they make a bigger difference in the world.



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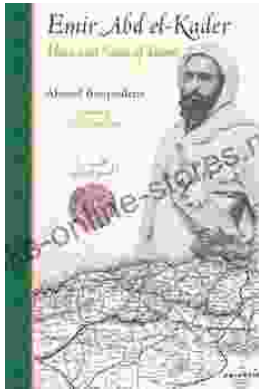
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