

## Think Big, Act Small: How America s Most Profitable Companies Keep the Start-Up Spirit Alive (Hardback)



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### **Reviews**

*This publication will be worth purchasing. It really is written in simple terms instead of difficult to understand. It has been designed in an exceptionally simple way and is particularly only right after I finished reading this ebook in which basically modified me, altered the way I believe.*




*(Prof. Loyce Runolfsson Jr.)*

## THINK BIG, ACT SMALL: HOW AMERICA S MOST PROFITABLE COMPANIES KEEP THE START-UP SPIRIT ALIVE (HARDBACK)



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Penguin Putnam Inc, United States, 2012. Hardback. Condition: New. Reprint. Language: English . Brand New Book. Tradition says there are three ways to grow a company s profits: Fire up the sales team with empty promises, cut costs and downsize, or cook the books. But what if there s a better way--a way that nine amazingly profitable and well-run companies are already embracing? Jason Jennings and his research team screened more than 100,000 Amer-ican companies to find nine that rarely end up on magazine covers, yet have increased revenues and profits by ten percent or more for ten consecutive years. Then they interviewed the leaders, workers, and customers of these quiet super-stars to find the secrets of their astoundingly consistent and profitable growth. What they have in common is a culture--a community--based on a shockingly simple precept: Think big, but act small. It works for retailers like PETCO, Cabela s, and O Reilly Automotive, manufacturers like Medline Industries, service compa-nies like Sonic Drive-In, private educational companies like Strayer, industrial giants like Koch Enterprises, and software companies like SAS. These companies think big ideas about solving customers problems, making better products, and creating value. And yet they never stop acting like start-ups--staying humble, treating every employee like the owner, and teaching managers to get their hands dirty. Jennings and his researchers have updated this book with new stories and insights about why these companies continue to thrive--through the economic downturn--and have now increased revenues and profits for fifteen consecu-tive years. Any company, no matter the size or industry, can benefit from fol-lowing their examples.

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