



Think Big, Act Small: How America's Best Performing Companies Keep the Start-up Spirit Alive

Jason Jennings

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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 American 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 superstars 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 companies 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 consecutive years. Any company, no matter the size or industry, can benefit from following their examples.

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Tammara Dejesus:

Playing with family in the park, coming to see the marine world or hanging out with close friends is thing that usually you might have done when you have spare time, in that case why you don't try thing that really opposite from that. One particular activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love Think Big, Act Small: How America's Best Performing Companies Keep the Start-up Spirit Alive, you could enjoy both. It is good combination right, you still would like to miss it? What kind of hang type is it? Oh occur its mind hangout folks. What? Still don't have it, oh come on its known as reading friends.

Scott Settle:

Many people spending their time frame by playing outside having friends, fun activity together with family or just watching TV the whole day. You can have new activity to shell out your whole day by reading through a book. Ugh, do you think reading a book can definitely hard because you have to use the book

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