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drummer. They include

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companies have a deep sense of intimacy, and their founders feel deeply connected to employees and local community.

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It's widely accepted in business that great companies grow their revenues and profits year after year - but

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bigger is not necessarily better. In "Small Giants", journalist Bo

Burlingham takes us deep inside fourteen remarkable privately held companies, from a brewery to a record label, that chose a different path to success.

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Rather, he would

identify 14 companies

which he calls "small

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giants." They range from Selima Inc. (a two-person fashion design and dressmaking firm) to O.C. Tanner (a company with 1,700 hundred employees and annual sales of \$350-million).

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Each year, Forbes teams up with the Small Giants

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Community to identify the top 25 best small companies in America (a.k.a. Small Giants). These companies are honored at a celebration during the Small Giants Community Summit and on Forbes.com. Learn more about the Forbes Small Giants list.

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Burlingham studies 14  
companies which have  
chosen to be the best  
in their field, rather  
than growing for  
growth's sake. They

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Companies That  
have all decided to  
remain privately held,  
with the majority of the  
stock in the hands of  
one person or a few  
like-minded people.

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## **Small Giants: Companies That Choose to Be Great Instead of ...**

In today's session, I  
had the pleasure to  
have Bo Burlingham,

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contributing writer at Forbes, co-founder of the Small Giants Community, former editor-at-large for Inc. Magazine and author of several books among which I really loved and enjoyed Small Giants, which is going to be the topic of this conversation. What drove you to the ...

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Burlingham, Editor at  
Large of Inc. Magazine  
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How maverick  
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remain "small giants."

The companies vary  
widely, from 1 person  
shops to hundreds of  
employees but all  
share what the author  
refers to as "mojo."  
The overarching theme  
is that that these  
companies have a  
deep sense of

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Weyerhaeuser, the largest of such companies, has more than doubled its size in western Oregon over the past 15 years, the investigation by the three news organizations found. The company owns more than 1.5 million of western Oregon's 6.5 million acres of private forestland. Oregon's Two Largest Wall Street-Traded

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