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Summary : Think Big Act Small - Jason Jennings: How America's Best Performing Companies Keep The Startup Spirit Alive

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Complete summary of Jason Jennings' book: "Think Big Act Small: How America's Best Performing Companies Keep the Start-up Spirit Alive".

This summary of the ideas from Jason Jennings' book "Think Big Act Small" reveals the results of a study that was carried out in order to identify the organizations that were growing revenue and profits by 10% for at least ten years. Based on these results, Jason Jennings has compiled this guide for what an organization needs to do to prosper over the long term - think big, but act small. This summary explains how companies can do this by coming up with big ideas that solve their customers' problems or making better products, but they should never stop acting like a start-up.

Added-value of this summary:
• Save time
• Understand key concepts
• Expand your business knowledge

To learn more, read "Think Big Act Small" and discover the most important way to keep your company growing.

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