



# Big Vision, Small Business: 4 Keys to Success without Growing Big

*Jamie S Walters*

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## **Big Vision, Small Business: 4 Keys to Success without Growing Big** Jamie S Walters

While most of the business world glorifies growth, Big Vision, Small Business celebrates the art -- and power -- of thinking small. Based on more than 70 interviews with small-business owners and on the author's own experience as a small-business entrepreneur, this book demonstrates that a company doesn't have to be big to make a significant impact. According to the author, a new kind of business owner is emerging. Defining business success qualitatively as well as quantitatively, these individuals ensure that their bottom line balances personal priorities and social responsibilities.

The book discusses four areas integral to big-vision, small-business ownership: engaging in inspired planning, knowing which model of growth to follow, maintaining successful employee and customer relationships, and seeking balance and integrity.

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