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February 16th 2015: Special Encore Presentation: The Six Characteristics of a Small Giant

In his book, "Small Giants: Companies That Choose to be Great Instead of Big," author and entrepreneurial advocate, Bo Burlingham, describes six common characteristics observed in the extraordinary companies researched for his work – which he subsequently designates as "business mojo." On today's episode of The Second Stage hosts Brendan Anderson and Jeffrey Kadlic are honored to speak with Mr. Burlingham about these identified characteristics - Leadership, Community, Relationships, Culture, Passion and Profit – to learn more on how entrepreneurs and their companies can benefit from understa

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Featured Guest

Guest Image

Bo Burlingham

Bo Burlingham is the author of "Small Giants: Companies That Choose to be Great Instead of Big," founder of the Inc. Small Giants Community (<http://www.smallgiants.org/>) and an editor-at-large of Inc. Magazine. Bo joined Inc. in January 1983 as a senior editor and became executive editor six months later, a position he held for the next seven years or so. He subsequently wrote two books, "The Great Game of Business" and "A Stake in the Outcome," with Jack Stack, the co-founder and CEO of Springfield Remanufacturing Corp and the pioneer of open-book management. Before joining Inc., Bo freelanced for various publications and was managing editor of Ram

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