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Nota di bibliografia	Includes bibliographical references (p. 153-163) and index.
Nota di contenuto	Contents; Foreword; Preface; Introduction: There IS Another Way; Chapter 1 Mission Comes First; Chapter 2 Any Business Can Do It; Chapter 3 Organic Is the Way to Grow; Chapter 4 Finance Your Independence; Chapter 5 Build Your Values into the Brand; Chapter 6 Match Manufacturing to Mission; Chapter 7 Morph Early and Often; Chapter 8 Form Follows Function; Chapter 9 The Soft Stuff Is the Hardest; Chapter 10 Getting to Scale: Is It Right for You?; Notes; Additional Resources; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W; Z; About the Author
Sommario/riassunto	Jill Bamburg presents the first book to deal with a central issue for almost all small businesses: how to preserve one's values while simultaneously maintaining growth and competitiveness in the marketplace.