



Small Is The New Big: How small companies can beat the big

Dr Michael Teng

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Small business owners and managers may never, in their wildest imagination, dream of beating the giant corporations. Yet many small businesses do survive, thrive, and even defeat major corporations by leveraging their unique advantages. This is now possible with the advent of the Internet and globalisation. Many modern corporate giants such as Google, Facebook, Amazon and Ebay were unknown minnows ten years ago. How did they win the game against the corporate killer whales? Meanwhile, many big companies have collapsed like a house of cards because they are over-leveraged and inflexible. Small is the new big; small is beautiful; small is “the new normal”. “Small is the New Big” examines many cases where small companies have defeated giants. It also describes how small companies can surmount the mountains of competition, by using time-tested strategies to emerge victorious over the giants.

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