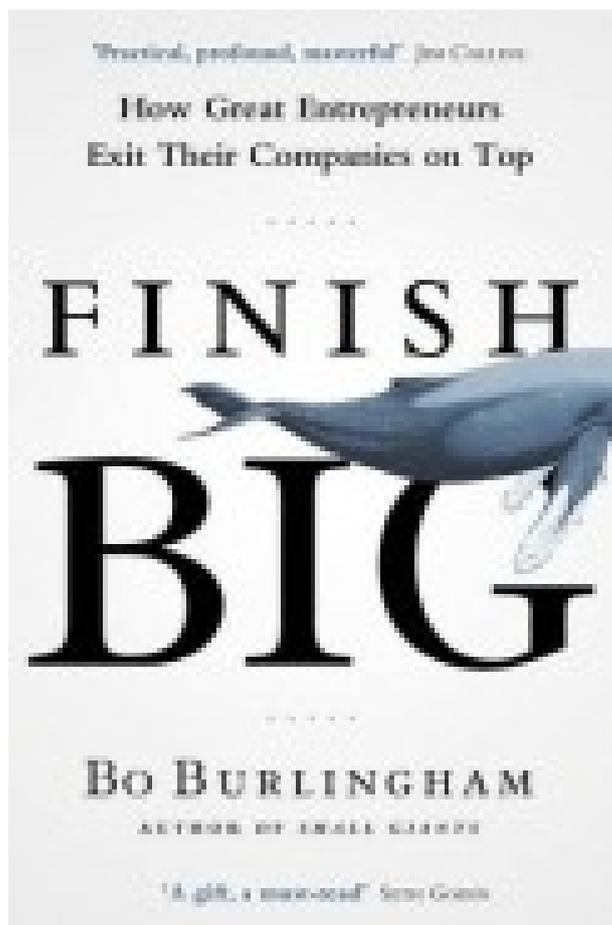


# Finish Big



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Bo Burlingham, the bestselling author of *Small Giants*, returns with *Finish Big*, an original guide to exiting your company successfully and gracefully. "Finish Big is for all those founder/leaders who want to do more than take...it is for the ones who want to leave something behind." Simon Sinek, author of *Start with Why* and *Leaders Eat Last* "Practical and profound, fast-moving and thought-provoking, masterful in its clear prose and compelling stories- Bo Burlingham has once again done a tremendous service in deploying his craft." Jim Collins, author of *Good to Great* and co-author of *Built to Last* and *Great by Choice* No two exit experiences are exactly alike. Some people wind up happy with the process and satisfied with the way it turned out, while others look back on it as a nightmare. The question I hope to answer in this book is why. What did the people with 'good' exits do differently from those who'd had 'bad' exits?' Bo Burlingham's first book *Small Giants* became an instant classic for its original take on a common business problem: how to handle the pressure to grow. Now he is back to tackle an even more common problem: how to exit your company well. Sooner or later, all businesses get sold, given away, or liquidated. Whatever your preferred outcome, if you start planning for it while you still have time and options, you can build a stronger, more resilient company with a higher market value. Unfortunately, most don't - and they pay a steep price for their procrastination. Through dozens of interviews with entrepreneurs across a range of industries, Burlingham identifies eight key factors that determine whether owners leave their businesses happily. He showcases the insights, exits and

cautionary tales of entrepreneurs across an array of industries including manufacturing, food and services. Finish Big is an illuminating and inspirational guide to one of the most stressful, and yet potentially rewarding, processes business owners must go through. Bo Burlingham is the author of Small Giants: Companies That Choose to Be Great Instead of Big, a finalist for the Financial Times/Goldman Sachs Business Book of the Year in 2006. An editor at large at Inc., he has reported on the entrepreneurial revolution in America since the early 1980s and has witnessed up close the birth and development of the companies that have reshaped our world.

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