

SUPPLEMENTARY MATERIAL 2

SKILLS NEEDED FOR  
BIG VS. SMALL ORGANIZATIONS

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BIG ORGANIZATION SKILL

Sucking up to the boss

Generating paper profits

Beating charges of monopoly

Evolving products

Market research

Squeezing the distribution  
channel

STARTUP SKILL

Being the boss

Generating cash flow

Establishing a beachhead

Creating products

Shipping

Establishing a distribution  
channel