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Link to article: <https://hbr.org/2013/04/what-spacex-can-teach-us-about>

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Synopsis:

SpaceX, one of the companies who use reusable rockets in their space vehicles, is quite popular. This article talks about how it grew so quickly and why is it successful in its endeavors. SpaceX only focuses on reducing the cost for space travel. SpaceX learnt a lot from NASA's failed attempt for reusable rockets and developed them.

SpaceX reduced a lot of overhead cost in all the departments, even made their own rocket engines for that purpose. Their profits were reinvested in research and development. Even now they save government billions of dollars by self funding themselves. Their cost per launch is 40% to 60% less than what's being charged today.

In conclusion, SpaceX is trying to make the dream of interstellar travel, less of a dream and more of a reality.