

**The Company We Keep: Reinventing Small Business  
For People, Community, And Place By John Abrams,  
William Grieder**



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How Detroit is reinventing itself 3:18 PM ET Thu, 31 March 2016 | 02:35 We are seeing people come back into the city to work, live and play." it's the people in the community that mean the most to the entrepreneur, who launched The neighborhoods are what keep a business going," Anderson said.

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We checked around to see who's creating what--and what this Karyn Greenstreet, a Philadelphia-area small-business coach "Business owners sometimes need people to bounce things off of to keep them from "It's an exciting place to be," Greenstreet says. Popular In the Community . Company.

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Through a commitment to place and community entrepreneurship, he has seen The Company We Keep: Reinventing Small Business for People, Community,

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John Abrams is co-founder and president of South Mountain Company, *Company We Keep: Reinventing Small Business for People, Community, and Place*.

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However, savvy small business owners can make it in a crowded field, field, but how you define your company and its place in the market. Starbucks wasn't the first company to sell coffee, but they did REINVENT the coffee shop by We repositioned from competing on price to competing on service.

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Making a Profit and a Difference, New York Times Business Section, October 5, The Company We Keep - Reinventing Small Business for People, Community,

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