



# 11 Advantages Small Businesses Have Over Large Corporations (And How To Use Them)



## Active Listening

Unlike large companies, small businesses can differentiate themselves by providing a feedback loop that enables two-way communication. That two-way communication can publicly influence future product design and the scope of services. In addition to the obvious benefit of public interactions, this particular method paves the way for consumers to become stakeholders and advocates. – [Kamyar Shah, World Consulting Group](#)

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