

Little Giant

"A fountain of inspiration about living adventurously and on your own terms." -
William Parkhurt, *New York Times* bestselling author of *True Detectives*

"It was inspiring to feel the author's own transformation happening throughout...reminded me of Tuesdays with Morrie." -Paul Millerd, author of *The Pathless Path*

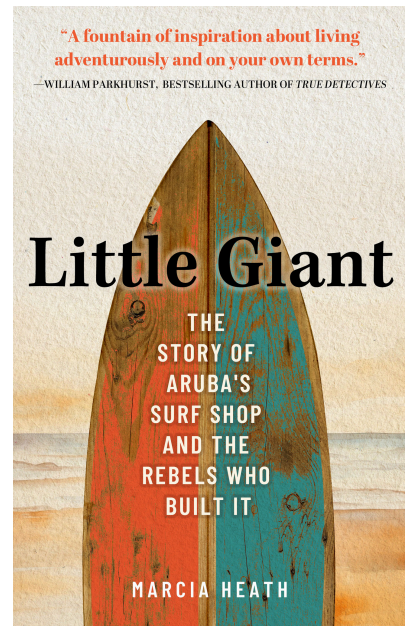
"This book feels like something cooked up in Hollywood. Well, the 'feel good' is certainly there, but the story is very real...it's for the dreamers in all of us."
BookTrib

Two decades ago, David Putnam and Yair Lichtenstein walked away from careers in law and marine science to open a tiny surf shop on the shores of Aruba. No retail experience. No formal business plan. Just a crazy dream of building a life they wouldn't need a vacation from.

In *Little Giant: The Story of Aruba's Surf Shop and the Rebels Who Built It*, Marcia Heath captures how the two brilliant friends transformed a humble storefront into a beloved community hub while keeping their entrepreneurial passion (and friendship) alive. Blending memoir with biography, Heath discloses how their unconventional values and courageous choices inspired her to live a more creatively fulfilling life.

Little Giant gives readers a hopeful alternative to the post-pandemic hustle culture. At a time of epidemic loneliness, the book reveals how Bula Surf Shop's cofounders placed their friendship and work-life balance over a pure profit motive. In a "bigger is better world," here are two friends who built something remarkable by choosing to define success on their own terms.

Thanks to an initial funding from the Aruba Tourism Authority and Qredits, *Little Giant* has been made into a short independent film now streaming on YouTube.



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Marcia Heath is a professional writer, editor, and founder of Bungalow Hill, a solo shop that helps creative people tell their stories. A former publicist at Simon & Schuster and executive editor at Harcourt, she spent two+ decades in brand marketing and strategic planning at start-ups, nonprofits, and Fortune 500 companies. She's fascinated by true stories about quietly exceptional people who rewrite the rules of success, exactly like the heroes of her first book, *Little Giant*. She lives outside Belfast, Maine.