



Unconvention

A Small Business Strategy Guide

by Sri Kaza



Non-Fiction - Business/Finance

306 Pages

Reviewed on 05/08/2026

Book Review

Reviewed by Ruffina Oserio for Readers' Favorite

Unconvention: A Business Strategy Guide by Sri Kaza challenges the prevailing belief that small businesses must model corporate giants to survive and grow. The author demystifies the concept of scaling and uses his experience in consulting for McKinsey and scaling ForwardLine Financial to argue that small enterprises have inherent advantages such as positioning, proximity, and purpose. These advantages help small businesses do better simply because of their size. This book delivers “Underdog Principles” that help small businesses thrive. The author shares vivid case studies that include martial art studios, an independent yakitori chef who refuses to hire waiters, and bookstores to illustrate how small businesses can maintain their autonomy while meeting their unique purpose in the market.

Sri Kaza has crafted a business guide that takes away the stress induced by the "growth-at-all-costs" dogma. The book celebrates strategies that cannot be replicated, like the contractor who stocks only one kind of granite to guarantee speed, the dentist who refuses to upsell so she can focus on preventive care. This book is about the strength of small businesses that cater to niche markets with authenticity instead of driving for mass appeal. This approach allows entrepreneurs to define success on personal terms and not returns for shareholders. The author develops frameworks that are designed to enable cost-effectiveness in marketing and enhance operations while eliminating burnout. Unconvention is a book for readers who want to start small businesses that deliver, and that focus on value and authenticity. It packs a lot of wisdom and eye-opening truths.