



Nutrition Company First Endurance Honored With Listing In 2015 Entrepreneur 360 Index

November 23, 2015

November 23, 2015 - PRESSADVANTAGE -

First Endurance, a nutrition company based out of Salt Lake City, Utah, has been listed in the prestigious 2015 Entrepreneur 360 Index by Entrepreneur Magazine. First Endurance holds the only nutrition company status within the Contrarians section, setting it apart from other companies within their industry in terms of growth.

The companies listed in the Index were chosen based on a number of specific traits, such as being domestically owned, for-profit, privately held, and having two years or more of net capacity growth. Each of the businesses selected also had to have a client base of ten to one thousand by the year 2015.

The index contained a number of business archetypes, including Contrarians, which is the section in which First Endurance was listed. This particular category is described as a group which sets itself apart from other companies by thinking outside of the box and working in a way that is not based on the traditional methods used by others. It generally references those who work within the stock exchange, but can be a title for businesses outside of the exchange as well. Contrarians within this index also had to contribute high profit margins without the use of operational metrics or external market research. Entrepreneur is quoted in their

description of this category of the index, stating: "Most companies pay a substantial price for ignoring even some best practices, and it takes magic to thrive in the absence of all of those practices. What's the magic? The success of Contrarians defies group analysis, emerging instead from whatever it is they're doing at a micro level."

Other archetypes represented within the index are Best Practices, Forward Thinkers, Classics, Controllers, and Data Champions, each of which are described throughout the main page of the index, along with other companies which have been honored in their representation. Entrepreneur describes their list as being original and not just the name of the day, or common companies heard in household conversations. By focusing on front runners outside of the most popular names in their industries, businesses like First Endurance are being recognized for the potential they offer the consumer public.

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For more information about First Endurance, contact the company here: First Endurance Mike Fogarty
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First Endurance

We offer innovative nutrition that meets the unparalleled demands and requirements of serious endurance athletes so they can train harder than ever before and find out what's really possible - without compromise.

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