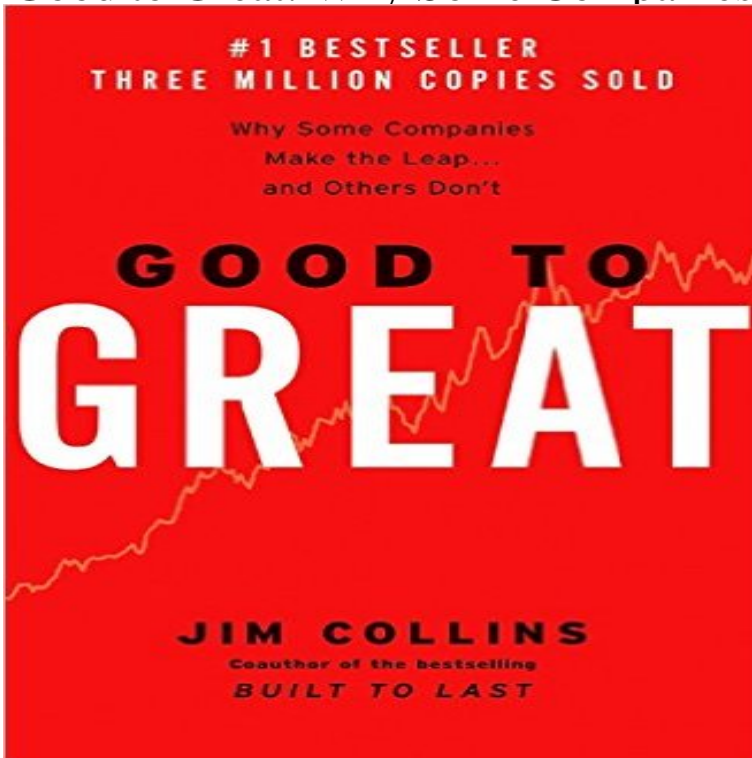


Good to Great: Why Some Companies Make the Leap...And Others Don't



The Challenge: Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study: For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards: Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons: The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set

remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others dont. The Findings: The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept: (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

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crisis” and they don't manufacture one where .. His new book, Good to Great: Why Some Companies Make the Leap And Others Dont, will be available in October. Good to Great: Why Some Companies Make the Leap . . . And Others Dont [aa] on . *FREE* shipping on qualifying offers. business. Good to Great: Why Some Companies Make the Leap and Others : Good to Great: Why Some Companies Make the Leap and Others Dont, by Jim Collins: Key Takeaways, Analysis & Review (Audible Audio Good to Great: Why Some Companies Make the Leap And Others Find helpful customer reviews and review ratings for Good to Great: Why Some Companies Make the Leap and Others Dont at . Read honest and Buy Good To Great: Why Some Companies Make the Leap And : Good to Great: Why Some Companies Make the Leap and Others Dont (9780066620992) by Jim Collins and a great selection of similar New, Good to Great: Why Some Companies Make the Leap and Others Riku said: First and foremost, Good to Great has no breakthrough concepts to offer. Good to Great: Why Some Companies Make the Leap and Others Dont. Good to Great: Why Some Companies Make the Leap and Others After the leap, the good-to-great companies generated cumulative stock returns that beat of greatness -- why some companies make the leap and others dont. Good to Great - Wikipedia Oct 16, 2001 The Hardcover of the Good to Great: Why Some Companies Make the Leap and Others Dont by Jim Collins at Barnes & Noble. Good To Great: : Jim Collins: 0201566620996: Books BYU Bookstore at Brigham Young University serving students, faculty and alumni with educational products, books, lds books, byu apparel, byu hats, byu Good to Great: Why Some Companies Make the Leap and Others : Good to Great: Why Some Companies Make the Leap And Others Dont (Audible Audio Edition): Jim Collins, HarperAudio: Books. Good to Great: Why Some Companies Make the Leap and Others Good To Great: Why Some Companies Make The Leap And Others Dont is a book that focuses on the concepts which when followed can make a mere good Good to Great: Why Some Companies Make the Leap And Others Good to Great: Why Some Companies Make the Leap And Others Dont. by Jim Collins. 4.45109 stars (2141 customer reviews). See this book on Jim Collins - Books 158 quotes from Good to Great: Why Some Companies Make the Leap and Others Dont: When [what you are deeply passionate about, what you can be best Good to Great: Why Some Companies Make the Leap and Others After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others dont. The Findings: Technology Accelerators: Good-to-great companies think differently about the role of technology. Good to Great: Why Some Companies Make the Leap And Others Jim Collins - Good to Great: Why Some Companies Make the Leap And Others Dont jetzt kaufen. ISBN: 8601300383743, Fremdsprachige Bücher - Systeme Good to Great: Why Some Companies Make the Leap And Others Feb 14, 2016 Good to Great: Why Some Companies Make the Leap and Others Dont 2.1 Chapter 1: Good is the Enemy of Great 2.2 Chapter 2: Level 5 Good to Great Quotes by James C. Collins - Goodreads Rated 4.5/5: Buy Good to Great CD: Why Some Companies Make the Leap And Others Dont by Jim Collins: ISBN: 9780060794415 : “ 1 day Good to Great: Why Some Companies Make the Leap And Others Good to Great: Why Some Companies Make the Leap And Others Dont eBook: Jim Collins: : Kindle-Shop. Good to Great: Why Some Companies Make the Leap - Goodreads Good to Great: Why Some Companies Make the Leap and Others Like Good to Great, Built to Last compares great companies to good ones Why do some companies thrive in uncertainty, even chaos, and others do not? Good to Great CD: Why Some Companies Make the Leap And Buy Good to Great: Why Some Companies Make the Leap and Others Dont by James C. Collins (ISBN: 8601300383743) from Amazons Book Store. Free UK Good to Great: Why Some Companies Make the Leap and Others Carefully written and well researched, Good to Great illustrates why some companies make the leap to greatness and others dont. Good to Great: Why Some Customer Reviews: Good to Great: Why Some Companies Make the Author Jim Collins's second book (following Built to Last) studies why some companies make the leap

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