



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

Jim Collins

Download now

Read Online →

[Click here](#) if your download doesn't start automatically

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

Jim Collins

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

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 don't.

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:

1. **Level 5 Leaders:** The research team was shocked to discover the type of leadership required to achieve greatness.
2. **The Hedgehog Concept: (Simplicity within the Three Circles):** To go from good to great requires transcending the curse of competence.
3. **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.
4. **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?

 [Download Good to Great: Why Some Companies Make the Leap...And O ...pdf](#)

 [Read Online Good to Great: Why Some Companies Make the Leap...And ...pdf](#)

Download and Read Free Online Good to Great: Why Some Companies Make the Leap...And Others Don't Jim Collins

Download and Read Free Online Good to Great: Why Some Companies Make the Leap...And Others Don't Jim Collins

From reader reviews:

Louise Fulghum:

The book untitled Good to Great: Why Some Companies Make the Leap...And Others Don't is the guide that recommended to you to learn. You can see the quality of the book content that will be shown to you. The language that author use to explained their way of doing something is easily to understand. The article writer was did a lot of analysis when write the book, to ensure the information that they share for your requirements is absolutely accurate. You also could get the e-book of Good to Great: Why Some Companies Make the Leap...And Others Don't from the publisher to make you more enjoy free time.

Maria Gray:

In this time globalization it is important to someone to obtain information. The information will make anyone to understand the condition of the world. The condition of the world makes the information much easier to share. You can find a lot of recommendations to get information example: internet, magazine, book, and soon. You can see that now, a lot of publisher that will print many kinds of book. The book that recommended for your requirements is Good to Great: Why Some Companies Make the Leap...And Others Don't this publication consist a lot of the information on the condition of this world now. This book was represented how does the world has grown up. The vocabulary styles that writer require to explain it is easy to understand. The actual writer made some analysis when he makes this book. Here is why this book acceptable all of you.

Kaye Hensley:

Beside this specific Good to Great: Why Some Companies Make the Leap...And Others Don't in your phone, it could possibly give you a way to get closer to the new knowledge or details. The information and the knowledge you can got here is fresh in the oven so don't end up being worry if you feel like an old people live in narrow commune. It is good thing to have Good to Great: Why Some Companies Make the Leap...And Others Don't because this book offers to you readable information. Do you sometimes have book but you would not get what it's exactly about. Oh come on, that will not end up to happen if you have this in your hand. The Enjoyable set up here cannot be questionable, including treasuring beautiful island. Use you still want to miss this? Find this book along with read it from today!

Joseph Gabriel:

As a college student exactly feel bored for you to reading. If their teacher questioned them to go to the library as well as to make summary for some reserve, they are complained. Just little students that has reading's heart or real their hobby. They just do what the teacher want, like asked to go to the library. They go to presently there but nothing reading very seriously. Any students feel that reading through is not important, boring along with can't see colorful images on there. Yeah, it is to get complicated. Book is very important to suit your needs. As we know that on this time, many ways to get whatever we wish. Likewise

word says, ways to reach Chinese's country. So , this Good to Great: Why Some Companies Make the Leap...And Others Don't can make you feel more interested to read.

Download and Read Online Good to Great: Why Some Companies Make the Leap...And Others Don't Jim Collins #5K0QYSC8TZO

Read Good to Great: Why Some Companies Make the Leap...And Others Don't by Jim Collins for online ebook

Good to Great: Why Some Companies Make the Leap...And Others Don't by Jim Collins Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Good to Great: Why Some Companies Make the Leap...And Others Don't by Jim Collins books to read online.

Online Good to Great: Why Some Companies Make the Leap...And Others Don't by Jim Collins ebook PDF download

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

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

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