



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

*Jim Collins*

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

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

*Built to Last*, the defining management study of the '90s, 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 companies that are not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? Are there those that convert long-term mediocrity or worse into long-term superiority? If so, what are the distinguishing characteristics that cause a company to go from good to great?

Over five years, Jim Collins and his research team have analyzed the histories of 28 companies, discovering why some companies make the leap and others don't. The findings include:

- Level 5 Leadership: A surprising style, required for greatness
- The Hedgehog Concept: Finding your three circles, to transcend the curse of competence
- A Culture of Discipline: The alchemy of great results
- Technology Accelerators: How good-to-great companies think differently about technology
- The Flywheel and the Doom Loop: Why those who do frequent restructuring fail to make the leap

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Spent a free the perfect time to be fun activity to complete! A lot of people spent their spare time with their family, or all their friends. Usually they performing activity like watching television, gonna beach, or picnic within the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your own personal free time/ holiday? Can be reading a book might be option to fill your cost-free time/ holiday. The first thing you will ask may be what kinds of guide that you should read. If you want to test look for book, may be the reserve untitled Good to Great: Why Some Companies Make the Leap...And Others Don't can be good book to read. May be it could be best activity to you.

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