

## [JIM COLLINS GOOD TO GREAT BOOK](#)



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**GOOD TO GREAT** This book addresses a single question: can a good company become a great company, and if so, how? Based on a five-year research project comparing companies that made the leap to those that did not, Good to Great shows that greatness is not primarily a function of circumstance but largely a matter of conscious choice, and

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### **Good to Great Why Some Companies Make the Leap and**

Jim Collins, already established as one of the most influential management consultants, further established his credibility with the wildly popular Good to Great: Why Some Companies Make the Leap. In the concluding chapter of Good to Great, Collins makes a connection between this book and his previous work,

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### **Good to Great Why Some Companies Make the Leap and**

Jim Collins begins this book with a startling and counterintuitive claim: "Good is the enemy of great." We've become so conditioned to think of performance as something that develops along evolutionary lines -- from poor to good to outstanding -- that it takes a minute to grasp the notion that competence can actually inhibit achievement.

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