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Collins outlines a model for turning a good, average or even a mediocre company into a great one. The book includes a useful model which brings the theory together in an actionable way. This summary will outline Collins's 3 key aspects for a Great company; disciplined people, disciplined thought & discipline action.

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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.

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Jim Collins, an expert in the field of leadership, introduced a story from Aesop's Fables called The Fox and the Hedgehog in his own book Good to Great. A fox is a cunning and beautiful creature.

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Researcher and management guru Jim Collins has authored or co-authored six books, including Good to Great and Built to Last. On his web site there are 48 articles written or co-written by him.

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Good to Great: Why Some Companies Make the Leap and Others Don't is the culmination. And while I fully expect another bout with existential despair in the wake of publication, I wouldn't trade the journey for anything.

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