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Good to Great: Why Some Companies Make the Leap and Others Don't is a management book by Jim C. Collins that describes how companies transition from being good companies to great companies, and how most companies fail to make the transition. The book was published on October 16, 2001.

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Good to Great by Jim Collins BOOK SUMMARY PDF

With 6 books under his belt he has sold more than 10 million copies worldwide, this book, Good to Great became a #1 bestseller. In this summary Collins outlines a model for turning a good, average or even a mediocre company into a great one.

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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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Books Jim Collins Good to Great

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 discipline.

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