

***Good To Great Why Some Companies Make The Leap And Others
Dont James C Collins***

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Good To Great Why Some

Fannie Mae, praised as one of the banks to go Good to Great, has fallen into the trash heap since 2008 and has never recovered. This happened 7 years after the book was written. Circuit City, another Good to Great, doesn't even exist anymore, at least by name and as a brick-n-mortar store.

Amazon.com: Good to Great: Why Some Companies Make the ...

To identify "great" companies, Collin and his research team started with 1,435 good companies, examined their performance over 40 years, and identified 11 companies that became great, namely Abbott, Circuit City, Fannie Mae, Gillette, Kimberly-Clark, Kroger, Nucor, Philip Morris, Pitney Bowes, Walgreens, Wells Fargo.

Book Summary - Good to Great: Why Some Companies Make the ...

Instead, Good to Great actually functions as the prequel to Built to Last. First, a company should focus on developing the foundation that is necessary to work toward greatness. First, a company should focus on developing the foundation that is necessary to work toward greatness.

Good to Great: Why Some Companies Make the Leap... and ...

Good to Great. "Greatness" is defined as financial performance several multiples better than the market average over a sustained period. 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.

Good to Great - Wikipedia

Good to Great: Why Some Companies Make the Leap... and Others Don't. To find the keys to greatness, Collins's 21-person research team read and coded 6,000 articles, generated more than 2,000 pages of interview transcripts and created 384 megabytes of computer data in a five-year project. The findings will surprise many readers and, quite frankly,...

Good to Great: Why Some Companies Make the Leap... and ...

"The good-to-great companies made a habit of putting their best people on their best opportunities, not their biggest problems. The comparison companies had a penchant for doing just the opposite, failing to grasp the fact that managing your problems can only make you good, whereas building your opportunities is the only way to become great.

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