



Good To Great (CD-Audio)

By Jim Collins

Cornerstone, United Kingdom, 2011. CD-Audio. Condition: New. Abridged edition. Language: English. Brand new. Built to Last was a phenomenal success: 'It is a fair assumption that as the seminal importance of this audiobook begins to permeate the upper echelons of business and business schools. Collins and Porras will emerge as the gurus to watch over the next decade.' The Director. Good to Great explores a whole new concept, backed by the rigorous research standards which gave Built to Last such an impact. 1. Good is the Enemy of Great -- the scope of the project 2. Level 5 Leadership -- the type of leader required, humble and ferocious 3. First Who . Then What -- how companies set the foundation for their shift from good to great 4. Confront the Brutal Facts (Yet Never Lose Faith) -- the duality that leads to greatness 5. Hedgehog Concept -- how to find the one big thing your company must focus on 6. A Culture of Discipline -- the magical alchemy of great performance 7. Technology Accelerators -- technology is a trap, unless used right 8. The Flywheel and the Doom Loop -- how to build sustained momentum and avoid the 'new regime, new revolution' doom loop 9. From Good to Great to Built...



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Reviews

Extensive guideline! Its this sort of excellent read. it had been writtern quite properly and helpful. You can expect to like just how the writer create this book.

-- Mr. Gustave Gerhold

This book will never be straightforward to start on reading through but quite enjoyable to learn. Better then never, though i am quite late in start reading this one. Your lifestyle span will probably be convert once you complete reading this publication.

-- Dr. Kadin Hane DVM