



Beyond Entrepreneurship: Turning Your Business into an Enduring Great Company

By James C. Collins, William C. Lazier

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Beyond Entrepreneurship: Turning Your Business into an Enduring Great Company, James C. Collins, William C. Lazier, This work provides entrepreneurs with building blocks to help their companies sustain high performance, play a leadership role in their industries, and remain successful for generations. Readers will discover the five key elements involved in guiding a company to lasting success, a blueprint for managing a thriving company, and plenty of real-world examples.



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