



## 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 project2. Level 5 Leadership -- the type of leader required, humble and ferocious3. First Who . Then What -- how companies set the foundation for their shift from good to great4. Confront the Brutal Facts (Yet Never Lose Faith) -- the duality that leads to greatness5. Hedgehog Concept -- how to find the one big thing your company must focus on6. A Culture of Discipline -- the magical alchemy of great performance7. Technology Accelerators -- technology is a trap, unless used right8. The Flywheel and the Doom Loop -- how to build sustained momentum and avoid the 'new regime, new revolution' doom loop9. From Good to Great to Built...



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## -- Cheyanne Barrows

The book is fantastic and great. I have go through and i also am certain that i will planning to read through once more once more down the road. Its been printed in an exceedingly simple way and is particularly simply after i finished reading through this publication through which really changed me, change the way i think.

-- Hank Powlowski

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