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# GOOD TO GREAT

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**JIM COLLINS**  
Coauthor of the bestselling  
*BUILT TO LAST*

# Good To Great Why Some Companies Make The Leap and Others Don't

**Jessica J Manson**



## **Good To Great Why Some Companies Make The Leap and Others Don't:**

*Good to Great* Jim Collins, 2001-10-16 The Challenge Built to Last the defining management study of the nineties showed how great companies triumph over time and how long term sustained performance can be engineered into the DNA of an enterprise from the very beginning But what about the company that is not born with great DNA How can good companies mediocre companies even bad companies achieve enduring greatness The Study For years this question preyed on the mind of Jim Collins Are there companies that defy gravity and convert long term mediocrity or worse into long term superiority And if so what are the universal distinguishing characteristics that cause a company to go from good to great The Standards 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 How great 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 The Comparisons The research team contrasted the good to great companies with a carefully selected set of comparison companies that failed to make the leap from good to great What was different Why did one set of companies become truly great performers while the other set remained only good Over five years the team analyzed the histories of all twenty eight companies in the study After sifting through mountains of data and thousands of pages of interviews Collins and his crew discovered the key determinants of greatness why some companies make the leap and others don't The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice The findings include Level 5 Leaders The research team was shocked to discover the type of leadership required to achieve greatness The Hedgehog Concept Simplicity within the Three Circles To go from good to great requires transcending the curse of competence A Culture of Discipline When you combine a culture of discipline with an ethic of entrepreneurship you get the magical alchemy of great results Technology Accelerators Good to great companies think differently about the role of technology The Flywheel and the Doom Loop Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap Some of the key concepts discerned in the study comments Jim Collins fly in the face of our modern business culture and will quite frankly upset some people Perhaps but who can afford to ignore these findings

**Good to Great** Jim Collins, 2011-07-19 The Challenge Built to Last the defining management study of the nineties showed how great companies triumph over time and how long term sustained performance can be engineered into the DNA of an enterprise from the very beginning But what about the company that is not born with great DNA How can good companies mediocre companies even bad companies achieve enduring greatness The Study For years this question preyed on the mind of Jim Collins Are there companies that defy gravity and convert long term mediocrity or worse into long term superiority And if so what are the universal distinguishing characteristics that cause a company to go

from good to great The Standards 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 How great 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 The Comparisons The research team contrasted the good to great companies with a carefully selected set of comparison companies that failed to make the leap from good to great What was different Why did one set of companies become truly great performers while the other set remained only good Over five years the team analyzed the histories of all twenty eight companies in the study After sifting through mountains of data and thousands of pages of interviews Collins and his crew discovered the key determinants of greatness why some companies make the leap and others don't The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice The findings include Level 5 Leaders The research team was shocked to discover the type of leadership required to achieve greatness The Hedgehog Concept Simplicity within the Three Circles To go from good to great requires transcending the curse of competence A Culture of Discipline When you combine a culture of discipline with an ethic of entrepreneurship you get the magical alchemy of great results Technology Accelerators Good to great companies think differently about the role of technology The Flywheel and the Doom Loop Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap Some of the key concepts discerned in the study comments Jim Collins fly in the face of our modern business culture and will quite frankly upset some people Perhaps but who can afford to ignore these findings

**Good to Great** Instaread, 2015-12-07 Good to Great by Jim Collins Key Takeaways Analysis Review Preview What does it take to make something an activity a work of art a company great What are the factors that distinguish the merely good from the truly great In Good to Great Why Some Companies Make the Leap And Others Don't Jim Collins offers insight into what makes a business truly great PLEASE NOTE This is key takeaways and analysis of the book and NOT the original book Inside this Instaread of Good to Great Overview of the book Important People Key Takeaways Analysis of Key Takeaways

**Jim Collins' Good to Great Summary** Ant Hive Media, 2016-05-04 This is a Summary of Jim Collins Good to Great Why Some Companies Make the Leap And Others Don't The Challenge Built to Last the defining management study of the nineties showed how great companies triumph over time and how long term sustained performance can be engineered into the DNA of an enterprise from the very beginning But what about the company that is not born with great DNA How can good companies mediocre companies even bad companies achieve enduring greatness The Study For years this question preyed on the mind of Jim Collins Are there companies that defy gravity and convert long term mediocrity or worse into long term superiority And if so what are the universal distinguishing characteristics that cause a company to go from good to great The Standards 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. How great? 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. The Comparisons: The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness: why some companies make the leap and others don't. The Findings: The findings of the Good-to-Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept: Simplicity within the Three Circles. To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. Some of the key concepts discerned in the study. Comments: Jim Collins' fly in the face of our modern business culture and will quite frankly upset some people. Perhaps, but who can afford to ignore these findings? Available in a variety of formats, this summary is aimed for those who want to capture the gist of the book but don't have the current time to devour all 300 pages. You get the main summary along with all of the benefits and lessons the actual book has to offer. This summary is not intended to be used without reference to the original book.

**Jim Collins' Good to Great: Why Some Companies Make the Leap ... and Others Don't Summary**, 2016. This is a Summary of Jim Collins' Good to Great: Why Some Companies Make the Leap And Others Don't. The Challenge: Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study: For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards: 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. How great? 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. The Comparisons: The research team contrasted the good to great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness: why some companies make the leap and others don't. The Findings: The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept: Simplicity within the Three Circles. To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good to great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. Some of the key concepts discerned in the study.

Comments: Jim Collins flies in the face of our modern business culture and will quite frankly upset some people. Perhaps, but who can afford to ignore these findings? Available in a variety of formats, this summary is aimed for those who want to capture the gist of the book but don't have the current time to devour all 300 pages. You get the main summary along with all of the benefits and lessons the actual book has to offer. This summary is not intended to be used without reference to the original book.

**Good to Great by Jim Collins - Key Takeaways, Analysis & Review** INSTAREAD., Instaread, 2016-02-04

Inside this Instaread of Good to Great: Overview of the book, Important People, Key Takeaways, Analysis of Key Takeaways

**Good To Great And The Social Sectors** James Charles Collins, 2005. An addition to Jim Collins's book Good to Great that focuses on achieving high performance in the social sectors.

*Summary of Good to Great* Alexander Cooper, 2021-02-15

Summary of Good to Great: Jim Collins's Good to Great examines companies that have not only endured over time but who managed the transition from being good companies to becoming outstanding performers. The eleven companies found to have taken this leap managed to outperform the stock market 6.9 times over fifteen years. The author set out to understand what distinguished great organizations from a carefully selected group of companies that did not make the grade. The research team came up with some unexpected outcomes. At the time of the transition from Good to Great, all eleven companies were being led by Level 5 Leaders. These people showed a unique combination of humility and professional will. They were prepared to do anything necessary for the benefit of the organization. Level 5 Leaders started out not by plotting the direction of the company but by ensuring that they had all the right people in the right positions. Then they confronted the brutal facts of their organization and used this knowledge to ensure that they chose the right direction for the firm. Knowing what the

organization should be doing and equally importantly what it should not be doing they stuck stubbornly to the plan even when they were in dire circumstances The culture of discipline within the organization ensured that the path to excellence would eventually be met Patience endurance and discipline doggedly sticking only to what the company did best resulted in outstanding results This investigation of what distinguished the great from the mediocre is an excellent study of what is needed to build great organizations Here is a Preview of What You Will Get A Full Book Summary An Analysis Fun quizzes Quiz Answers Etc Get a copy of this summary and learn about the book [Summary - Good to Great](#) Readtrepreneur Publishing,2018-04-16 Good to Great Why Some Companies Make the Leap And Others Don't by Jim Collins Book Summary Readtrepreneur Disclaimer This is NOT the original book If you're looking for the original book search this link <http://amzn.to/2zfhP4w> What are the variables that distinguish a good company from a great one Can your company become great Knowing how to do it is the most important step and Good to Great will be essential on covering that gap Good to Great does its absolute best on providing the knowledge you need to know to make your company distinguish itself from its competition There is no need to settle on good when it can be great and having the best guide at your disposal is the best way to aim for the top Note This summary is wholly written and published by readtrepreneur.com It is not affiliated with the original author in any way Great vision without great people is irrelevant James C Collins Being the 1 bestselling book with more than 2 million copies sold Good to Great is the best way to learn how the best companies triumph over others and how your company can be the successful one This book is not meant for settlers it teaches you how to improve your position even if you are not in a bad one Do you want to always strive to the highest mountain Then this book is for you Jim Collins stresses the importance of knowing that your company doesn't have to be born with great DNA to be one of the greats because what's necessary is knowing when to act and when not to P S Good to Great is an extremely useful book that will help your company excel among others In order to succeed you need to be competitive you need to be vicious and you need to be ambitious The Time for Thinking is Over Time for Action Scroll Up Now and Click on the Buy now with 1 Click Button to Get your Copy Delivered Right Away Why Choose Us Readtrepreneur Highest Quality Summaries Delivers Amazing Knowledge Awesome Refresher Clear And Concise Disclaimer Once Again This book is meant for a great companionship of the original book or to simply get the gist of the original book If you're looking for the original book search for this link <http://amzn.to/2zfhP4w>

Summary: Good to Great: Why Some Companies Make the Leap... and Others Don't Elite Summaries,2018-04-20 Good To Great by Jim Collins Summary Analysis A Smarter You In 15 Minutes What is your time worth Humility is the cornerstone of any successful business The author of Good to Great skilfully outlined all the challenges it takes for a business to sustain long term meaningful growth Jim Collins meticulously outlined that great leaders are not over indulgent or self absorbent but are rather focus on the overall success and growth of their organizations Great leaders are capable of identifying the best possible solution that can optimize even bad or mediocre companies Primarily with effective management skills they have the

capabilities to efficiently and effectively transition any company from Good to Great Collins stated that with optimal thinking anyone can identify their strength and weaknesses then effectively used the information to reconstruct and transform a faltering organization to one of greatness Collins Hedge concept beautifully outlined the process of self discovery Most importantly it teaches that you should find something that you are passionate about once you have discovered that one thing you can put all your passion into it and work assiduously to create your very own success story Detailed overview of the book Most valuable lessons and information Key Takeaways and Analysis Take action today and download this book for a limited time discount of only 6 99 Written by Elite Summaries Please note This is a detailed summary and analysis of the book and not the original book keyword Good To Great Good to Great by Jim Collins Good To Great book good to great why some companies make the leap and others don t Good To Great kindle Good To Great paperback Jim Collins *Summary of Good to Great* InstaRead Summaries Staff,2015-12-07 PLEASE NOTE This is key takeaways and analysis of the book and NOT the original book Good to Great by Jim Collins Key Takeaways Analysis Review Preview What does it take to make something an activity a work of art a company great What are the factors that distinguish the merely good from the truly great In Good to Great Why Some Companies Make the Leap And Others Don t Jim Collins offers insight into what makes a business truly great Inside this Instaread of Good to Great Overview of the book Important People Key Takeaways Analysis of Key Takeaways About the Author With Instaread you can get the key takeaways and analysis of a book in 15 minutes We read every chapter identify the key takeaways and analyze them for your convenience *Good to Great: Why Some Companies Make the Leap and Others Don't (Blinkist Summary)*. Blinkist Blinkist,2019 **Summary** Wisdom-Summary,2020-08-24 A Complete Summary of Good to Great Jim Collin s Good to Great examines companies that have not only endured over time but who managed the transition from being good companies to becoming outstanding performers The eleven companies found to have taken this leap managed to outperform the stock market 6 9 times over fifteen years The author set out to understand what distinguished great organizations from a carefully selected group of companies that did not make the grade The research team came up with some unexpected outcomes At the time of the transition from Good to Great all eleven companies were being led by Level 5 Leaders These people showed a unique combination of humility and professional will They were prepared to do anything necessary for the benefit of the organization Level 5 Leaders started out not by plotting the direction of the company but by ensuring that they had all the right people in the right positions Then they confronted the brutal facts of their organization and used this knowledge to ensure that they chose the right direction for the firm Knowing what the organization should be doing and equally importantly what it should not be doing they stuck stubbornly to the plan even when they were in dire circumstances The culture of discipline within the organization ensured that the path to excellence would eventually be met Patience endurance and discipline doggedly sticking only to what the company did best resulted in outstanding results This investigation of what distinguished the great from the mediocre is an excellent study of



what is needed to build great organizations Here Is A Preview Of What You Will Get In Good to Great you will get a full understanding of the book In Good to Great you will get some fun multiple choice quizzes along with answers to help you learn about the book Get a copy and learn everything about Good to Great     **Good To Great** James Charles Collins,1974-12-22 The coauthor of the bestselling Built to Last now presents a blueprint for transforming good companies into great ones Charts graphs throughout     **Summary of Good to Great** Readtrepreneur Publishing,2019-05-24 Good to Great Why Some Companies Make the Leap And Others Don t by Jim Collins Book Summary Readtrepreneur Disclaimer This is NOT the original book but an unofficial summary What are the variables that distinguish a good company from a great one Can your company become great Knowing how to do it is the most important step and Good to Great will be essential on covering that gap Good to Great does its absolute best on providing the knowledge you need to know to make your company distinguish itself from its competition There is no need to settle on good when it can be great and having the best guide at your disposal is the best way to aim for the top Note This summary is wholly written and published by Readtrepreneur It is not affiliated with the original author in any way Great vision without great people is irrelevant James C Collins Being the 1 bestselling book with more than 2 million copies sold Good to Great is the best way to learn how the best companies triumph over others and how your company can be the successful one This book is not meant for settlers it teaches you how to improve your position even if you are not in a bad one Do you want to always strive to the highest mountain Then this book is for you Jim Collins stresses the importance of knowing that your company doesn t have to be born with great DNA to be one of the greats because what s necessary is knowing when to act and when not to P S Good to Great is an extremely useful book that will help your company excel among others In order to succeed you need to be competitive you need to be vicious and you need to be ambitious The Time for Thinking is Over Time for Action Scroll Up Now and Click on the Buy now with 1 Click Button to Download your Copy Right Away Why Choose Us Readtrepreneur Highest Quality Summaries Delivers Amazing Knowledge Awesome Refresher Clear And Concise Disclaimer Once Again This book is meant for a great companionship of the original book or to simply get the gist of the original book     [Good to Great: Why Some Companies Make the Leap and Others Don't \(Blinkist Summary\)](#) ,2019 Why is it that some middling companies are suddenly able to make the leap to greatness In his 2001 book Good to Great Jim Collins details the results of a five year study he performed to examine what led certain public companies to skyrocket to success while others remained mediocre In this audiobook summary learn about Collins findings in a series of concise clips that you can listen to while on the go Pick up strategies and tactics gleaned from the book that you can implement to boost the success of your own 476536564 Note This audiobook summary was produced by Blinkist We are pleased to host this content in our library     [Good to Great](#) ,2002     **Good to Great** ,2010     **Good to Great Why Some Companies Make the Leap... and Others Don't** Summarease,2015-12-06 Every Summarease business book summary is written by an MBA graduate of a Top Ten business school with over 20 years

of business experience Our Summary Analysis titles include everything contained in the 10 Minute Book Summary versions plus a much more detailed summary of the material included in the book some observations of our own about the concepts and suggestions for related reading Good to Great is our business religion at Summarease Collins best selling business strategy book captures like no other the fundamental physics of why some companies are able to succeed despite adverse market conditions while others fail The genius of his work is in identifying pairs of companies whose circumstances are basically the same at a particular point in time but then diverge wildly and identifying the common factors that cause this divergence in pair after pair of comparison companies The book is rich with anecdotes and profiles of the executives who made good to great happen at their companies It brings to life and reinforces the basic findings and it is fascinating and fun to read how Jim Collins and his team of researchers uncovered these stories and organized them into general principles However if you don't have the time or the inclination to devote several hours to reading the whole book or you would like to get a quick preview to make sure it is for you before diving in the information in this 10 minute summary will give you what you need to understand the basics of the Good to Great principles and begin to apply them to your company the social sector or your life

### **Summary, Analysis, and Review of Jim Collins's Good to Great** Start Publishing Notes,2017-05-22

PLEASE NOTE This is a key takeaways and analysis of the book and NOT the original book Start Publishing Notes Summary Analysis and Review of Jim Collins's Good to Great Why Some Companies Make the Leap and Others Don't includes Summary of the book A Review Analysis Key Takeaways A detailed About the Author section Preview In Good to Great Why Some Companies Make the Leap and Others Don't Jim Collins posits that most American entities from the federal government and multi national corporations all the way down to individuals are hindered by being good and thus not rising to being great That good is the enemy of great is not just a business problem he writes It is a human problem 16 As such the question naturally arises Can a good enough government company organization or person become a great one If so is there a discrete methodology that might consistently yield a transformation from good to great Or is the disease of just being good incurable 5 To answer this question Collins and his team executed a massive research project spanning five years and totaling a combined 15 000 hours of research for its twenty one person team Rather than beginning with a hypothesis and drilling down for confirmation or falsification Collins and his team started by collecting coding and analyzing raw data and existing writing and research From there they worked their way up to a set of core practices among organizations that move from good to great ultimately working up a linear roadmap any organization can follow to make such a transformation

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## Good To Great Why Some Companies Make The Leap and Others Don't Introduction

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buchenwald und flossenbürg im kz dachau zusammengezogen und dann von einem sonderkommando der ss und des sd über  
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