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Good to Great

By Jim Collins | Category: Business

In-Depth Summary & Core Lessons

Good to Great – Why Some Companies Make the Leap... and Others Don't In Good to Great, Jim Collins and his research team tackle one of the most compelling questions in business: Can a good company become a truly great company, and if so, how? The book is the result of a five-year, in-depth study that identified a select group of companies that made the leap from average performance to sustained, superior results, and then contrasted them with a control group of companies that failed to make the transition. The findings are counter-intuitive and challenge much of the conventional wisdom in the business world. Collins identifies a set of key concepts that were consistently present in the "good-to-great" companies. These include Level 5 Leadership (leaders who are a paradoxical blend of personal humility and professional will), First Who, Then What (getting the right people on the bus and the wrong people off before figuring out where to drive), and the Hedgehog Concept (simplifying a complex world into a single, deeply understood concept based on what you are deeply passionate about, what you can be the best in the world at, and what drives your economic engine). The book emphasizes that the transition to greatness is not a single event, but an organic, cumulative process—a "flywheel" effect. Good to Great is an essential read for leaders, entrepreneurs, and managers seeking a disciplined, evidence-based roadmap for achieving and sustaining organizational excellence.

" Good is the enemy of great. "

" The moment you feel the need to tightly manage someone, you've made a hiring mistake. "

Notable Quotes

- *"" Good is the enemy of great. ""*
- *"" The moment you feel the need to tightly manage someone, you've made a hiring mistake. ""*

Frequently Asked Questions

Q: Why ' Good to Great ' is a Must-Read

Key insights from Good to Great addressing this question.

Q: What is the main finding of the Good to Great research?

Key insights from Good to Great addressing this question.

Q: What is "Level 5 Leadership"?

Key insights from Good to Great addressing this question.

Q: What is the "Hedgehog Concept"?

Key insights from Good to Great addressing this question.

WHERE TO BUY & READ THIS BOOK

- Paperback: https://amzn.to/41r675P
- E-Book: https://www.amazon.com/s?k=Good%20to%20Great%20kindle
- Audiobook: https://www.audible.com/search?keywords=Good%20to%20Great