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GREAT AT WORK MORTEN T. HANSEN 2018-01-30 WALL STREET JOURNAL BUSINESS BESTSELLER A FINANCIAL TIMES BUSINESS BOOK OF THE MONTH NAMED BY THE WASHINGTON POST AS ONE OF THE 11 LEADERSHIP BOOKS TO READ IN 2018 FROM THE NEW YORK TIMES BESTSELLING COAUTHOR OF GREAT BY CHOICE COMES AN AUTHORITATIVE, PRACTICAL GUIDE TO INDIVIDUAL PERFORMANCE—BASED ON ANALYSIS FROM AN EXHAUSTIVE, GROUNDBREAKING STUDY. WHY DO SOME PEOPLE PERFORM BETTER AT WORK THAN OTHERS? THIS DECEPTIVELY SIMPLE QUESTION CONTINUES TO CONFOUND PROFESSIONALS IN ALL SECTORS OF THE WORKFORCE. NOW, AFTER A UNIQUE, FIVE-YEAR STUDY OF MORE THAN 5,000 MANAGERS AND EMPLOYEES, MORTEN HANSEN REVEALS THE ANSWERS IN HIS “SEVEN WORK SMARTER PRACTICES” THAT CAN BE APPLIED BY ANYONE LOOKING TO MAXIMIZE THEIR TIME AND PERFORMANCE. EACH OF HANSEN’S SEVEN PRACTICES IS HIGHLIGHTED BY INSPIRING STORIES FROM INDIVIDUALS IN HIS COMPREHENSIVE STUDY. YOU’LL MEET A HIGH SCHOOL PRINCIPAL WHO ENGINEERED A DRAMATIC TURNAROUND OF HIS FAILING HIGH SCHOOL; A RURAL INDIAN FARMER DETERMINED TO ESTABLISH A BETTER WAY OF LIFE FOR WOMEN IN HIS VILLAGE; AND A SUSHI CHEF, WHOSE SIMPLE PREPARATION HAS LED TO HIS RESTAURANT (TUCKED AWAY UNDER A TOKYO SUBWAY STATION UNDERPASS) BEING AWARDED THE MAXIMUM OF THREE MICHELIN STARS. HANSEN ALSO EXPLAINS HOW THE WAY ALFRED HITCHCOCK FILMED PSYCHO AND THE 1911 RACE TO BECOME THE FIRST EXPLORER TO REACH THE SOUTH POLE BOTH ILLUSTRATE THE USE OF HIS SEVEN PRACTICES (EVEN BEFORE THEY WERE IDENTIFIED). EACH CHAPTER CONTAINS QUESTIONS AND KEY INSIGHTS TO ALLOW YOU TO ASSESS YOUR OWN PERFORMANCE AND FIGURE OUT YOUR WORK STRENGTHS, AS WELL AS YOUR WEAKNESSES. ONCE YOU UNDERSTAND YOUR INDIVIDUAL STYLE, THERE ARE MINI-QUIZZES, QUESTIONNAIRES, AND CLEAR TIPS TO ASSIST YOU FOCUS ON A STRATEGY TO BECOME A MORE PRODUCTIVE WORKER. EXTENSIVE, ACCESSIBLE, AND FRIENDLY, GREAT AT WORK WILL HELP YOU ACHIEVE MORE BY WORKING LESS, BACKED BY UNPRECEDENTED STATISTICAL ANALYSIS.

SUMMARY OF GOOD TO GREAT ALEXANDER COOPER 2021-02-15 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 MEDIUM 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.

GOOD IS THE ENEMY OF GREAT MR KURT REECE-PEEPLEZ 2017-11-13 SOMEONE ONCE SAID, “GOOD ENOUGH SUCKS ” IT REALLY DOES, ESPECIALLY IF YOU ARE CAPABLE OF MUCH MORE. WHY SETTLE FOR A SLICE, WHEN YOU ORIGINALLY SET OUT TO GET THE WHOLE PIE? THIS BOOK IS THE RECIPE FOR GETTING THE WHOLE PIE. A TRUE ROAD MAP FOR ACHIEVING GREATNESS IN EVERY PART OF YOUR LIFE. THIS EASY READ WILL INSPIRE YOU TO NOT SETTLE FOR “GOOD ENOUGH” AND STRIVE FOR GREATNESS IN EVERYTHING YOU DO. IT’S FOR EVERYONE WHO WANTS TO ACHIEVE MORE AND REACH NEW HEIGHTS. ACHIEVING GREATNESS MEANS YOU RECOGNIZE THERE IS ROOM FOR IMPROVEMENT. GREATNESS IS A BY-PRODUCT OF REPEATING THE PROCESS OF GETTING BETTER. IT’S NOT VERY DIFFICULT AT ALL TO GO FROM GOOD TO GREAT. DON’T WORRY ABOUT BEING THE GREATEST. YOU ONLY HAVE TO WORRY ABOUT GETTING BETTER AND BETTER AT WHAT YOU DO. IF YOU CONSISTENTLY IMPROVE, GREATNESS WILL HAPPEN NATURALLY. THIS BOOK, “GOOD IS THE ENEMY OF GREAT,” DESCRIBES THAT PROCESS AND GIVES YOU THE ROAD MAP TO ACHIEVING IT. JOIN ME IN THIS QUEST FOR GREATNESS AND GET YOUR COPY TODAY.

BUILT TO LAST JIM COLLINS 2002-08-20 DRAWING UPON A SIX-YEAR RESEARCH PROJECT

AT THE STANFORD UNIVERSITY GRADUATE SCHOOL OF BUSINESS, JAMES C. COLLINS AND JERRY I. PORRAS TOOK EIGHTEEN TRULY EXCEPTIONAL AND LONG-LASTING COMPANIES AND STUDIED EACH IN DIRECT COMPARISON TO ONE OF ITS TOP COMPETITORS. THEY EXAMINED THE COMPANIES FROM THEIR VERY BEGINNINGS TO THE PRESENT DAY -- AS START-UPS, AS MIDSIZE COMPANIES, AND AS LARGE CORPORATIONS. THROUGHOUT, THE AUTHORS ASKED: “WHAT MAKES THE TRULY EXCEPTIONAL COMPANIES DIFFERENT FROM THE COMPARISON COMPANIES AND WHAT WERE THE COMMON PRACTICES THESE ENDURINGLY GREAT COMPANIES FOLLOWED THROUGHOUT THEIR HISTORY?” FILLED WITH HUNDREDS OF SPECIFIC EXAMPLES AND ORGANIZED INTO A COHERENT FRAMEWORK OF PRACTICAL CONCEPTS THAT CAN BE APPLIED BY MANAGERS AND ENTREPRENEURS AT ALL LEVELS, BUILT TO LAST PROVIDES A MASTER BLUEPRINT FOR BUILDING ORGANIZATIONS THAT WILL PROSPER LONG INTO THE 21ST CENTURY AND BEYOND.

THE 5 AM CLUB BY ROBIN SHARMA (SUMMARY) QUICKREAD DO YOU WANT MORE FREE BOOK SUMMAIRES LIKE THIS? DOWNLOAD OUR APP FOR FREE AT [HTTPS://WWW.QUICKREAD.COM/APP](https://www.quickread.com/app) AND GET ACCESS TO HUNDREDS OF FREE BOOK AND AUDIOBOOK SUMMARIES. WHAT DOES AN ARTIST, AN ENTREPRENEUR, AND A BILLIONAIRE HAVE IN COMMON? THEY ALL START THEIR MORNINGS AT 5 AM! IT MIGHT SOUND CRAZY, BUT BY FOLLOWING THEIR STORY, THE 5 AM CLUB (2018) WILL SHOW YOU HOW YOU CAN REVOLUTIONIZE YOUR MORNING, RECLAIM YOUR LIFE, AND GET MORE PERSONAL GROWTH AND PASSION OUT OF THE FIRST HOUR OF YOUR DAY THAN MOST PEOPLE DO ALL WEEK.

THE DIP SETH GODIN 2007-05-10 A NEW YORK TIMES, USA TODAY, AND WALL STREET JOURNAL BESTSELLER IN THIS ICONIC BESTSELLER, POPULAR BUSINESS BLOGGER AND BESTSELLING AUTHOR SETH GODIN PROVES THAT WINNERS ARE REALLY JUST THE BEST QUITTERS. GODIN SHOWS THAT WINNERS QUIT FAST, QUIT OFTEN, AND QUIT WITHOUT GUILT—UNTIL THEY COMMIT TO BEATING THE RIGHT DIP. EVERY NEW PROJECT (OR JOB, OR HOBBY, OR COMPANY) STARTS OUT FUN...THEN GETS REALLY HARD, AND NOT MUCH FUN AT ALL. YOU MIGHT BE IN A DIP—A TEMPORARY SETBACK THAT WILL GET BETTER IF YOU KEEP PUSHING. BUT MAYBE IT’S REALLY A CUL-DE-SAC—A TOTAL DEAD END. WHAT REALLY SETS SUPERSTARS APART IS THE ABILITY TO TELL THE TWO APART. WINNERS SEEK OUT THE DIP. THEY REALIZE THAT THE BIGGER THE BARRIER, THE BIGGER THE REWARD FOR GETTING PAST IT. IF YOU CAN BEAT THE DIP TO BE THE BEST, YOU’LL EARN PROFITS, GLORY, AND LONG-TERM SECURITY. WHETHER YOU’RE AN INTERN OR A CEO, THIS FUN LITTLE BOOK WILL HELP YOU FIGURE OUT IF YOU’RE IN A DIP THAT’S WORTHY OF YOUR TIME, EFFORT, AND TALENTS. THE OLD SAYING IS WRONG—WINNERS DO QUIT, AND QUITTERS DO WIN.

TURNING THE FLYWHEEL JIM COLLINS 2019-02-26 A COMPANION GUIDEBOOK TO THE NUMBER-ONE BESTSELLING GOOD TO GREAT, FOCUSED ON IMPLEMENTATION OF THE FLYWHEEL CONCEPT, ONE OF JIM COLLINS’ MOST MEMORABLE IDEAS THAT HAS BEEN USED ACROSS INDUSTRIES AND THE SOCIAL SECTORS, AND WITH STARTUPS. THE KEY TO BUSINESS SUCCESS IS NOT A SINGLE INNOVATION OR ONE PLAN. IT IS THE ACT OF TURNING THE FLYWHEEL, SLOWLY GAINING MOMENTUM AND EVENTUALLY REACHING A BREAKTHROUGH. BUILDING UPON THE FLYWHEEL CONCEPT INTRODUCED IN HIS GROUNDBREAKING CLASSIC GOOD TO GREAT, JIM COLLINS TEACHES READERS HOW TO CREATE THEIR OWN FLYWHEEL, HOW TO ACCELERATE THE FLYWHEEL’S MOMENTUM, AND HOW TO STAY ON THE FLYWHEEL IN SHIFTING MARKETS AND DURING TIMES OF TURBULENCE. COMBINING RESEARCH FROM HIS GOOD TO GREAT LABS AND CASE STUDIES FROM ORGANIZATIONS LIKE AMAZON, VANGUARD, AND THE CLEVELAND CLINIC WHICH HAVE TURNED THEIR FLYWHEELS WITH OUTSTANDING RESULTS, COLLINS DEMONSTRATES THAT SUCCESSFUL ORGANIZATIONS CAN DISRUPT THE WORLD AROUND THEM—AND REACH UNPRECEDENTED SUCCESS—BY EMPLOYING THE FLYWHEEL CONCEPT.

SCREW IT, LET’S DO IT SIR RICHARD BRANSON 2011-08-04 THROUGHOUT MY LIFE I HAVE ACHIEVED MANY REMARKABLE THINGS. IN SCREW IT, LET’S DO IT, I WILL SHARE WITH YOU MY IDEAS AND THE SECRETS OF MY SUCCESS, BUT NOT SIMPLY BECAUSE I HOPE THEY’LL HELP YOU ACHIEVE YOUR INDIVIDUAL GOALS. TODAY WE ARE INCREASINGLY AWARE OF THE EFFECTS OF OUR ACTIONS ON THE ENVIRONMENT, AND I STRONGLY BELIEVE THAT WE EACH HAVE A RESPONSIBILITY, AS INDIVIDUALS AND ORGANISATIONS, TO DO NO HARM. I WILL DRAW ON GAIA CAPITALISM TO EXPLAIN WHY WE NEED TO TAKE STOCK OF HOW WE MAY BE DAMAGING THE ENVIRONMENT, AND WHY IT IS UP TO BIG COMPANIES LIKE VIRGIN TO LEAD THE WAY IN A MORE HOLISTIC APPROACH TO BUSINESS. IN SCREW IT, LET’S DO IT I’LL BE LOOKING FORWARDS TO THE FUTURE. A LOT HAS CHANGED SINCE I FOUNDED VIRGIN IN 1968, AND I’LL EXPLAIN HOW I INTEND TO TAKE MY BUSINESS AND MY IDEAS TO THE NEXT LEVEL AND THE NEW AND EXCITING AREAS - SUCH AS LAUNCHING VIRGIN FUELS - INTO WHICH VIRGIN IS CURRENTLY MOVING. BUT I HAVE ALSO BROUGHT TOGETHER ALL THE IMPORTANT LESSONS, GOOD ADVICE AND INSPIRATIONAL ADAGES THAT HAVE HELPED ME ALONG THE ROAD TO SUCCESS. IRONICALLY, I HAVE NEVER BEEN ONE TO DO THINGS BY THE BOOK, BUT I HAVE BEEN INSPIRED AND INFLUENCED BY MANY REMARKABLE PEOPLE. I HOPE THAT YOU TOO MIGHT FIND A LITTLE INSPIRATION BETWEEN THESE PAGES.

THE COMPOUND EFFECT (10TH ANNIVERSARY EDITION) DARREN HARDY 2020-09-15 Do you want success? More success than you have now? And even more success than you ever imagined possible? That is what this book is about. Achieving it. No gimmicks. No hyperbole. Finally, just the truth on what it takes to earn success. As the central curator of the success media industry for over 25 years, author Darren Hardy has heard it all, seen it all, and tried most of it. This book reveals the core principles that drive success. The Compound Effect contains the essence of what every superachiever needs to know, practice, and master to obtain extraordinary success. Inside you will find strategies on: How to win—every time! The No. 1 strategy to achieve any goal and triumph over any competitor, even if they're smarter, more talented or more experienced. Eradicating your bad habits (some you might be unaware of!) that are derailing your progress. Painlessly installing the few key disciplines required for major breakthroughs. The real, lasting keys to motivation—how to get yourself to do things you don't feel like doing. Capturing the elusive, awesome force of momentum. Catch this, and you'll be unstoppable. The acceleration secrets of superachievers. Do they have an unfair advantage? Yes, they do, and now you can too! If you're serious about living an extraordinary life, use the power of The Compound Effect to create the success you desire. Begin your journey today!

SUCCESS BUILT TO LAST JERRY PORRAS 2007-08-28 The phenomenal follow-up to the bestselling *Built to Last* imagine discovering what successful people have in common, distilling it into a set of simple practices, and using them to transform your career and your life. That's what Jerry Porras, Stewart Emery, and Mark Thompson, leading thinkers in organizational development and self-improvement, have done in *Success Built to Last*. Two hundred remarkable people are included, notably: -Jeff Bezos, founder and CEO, Amazon.com -Warren Buffett -Bill Clinton -Frances Hesselbein, former CEO, Girl Scouts of America -Maya Angelou -Bill Gates Each shares how he or she harvested victories, learned from failures, and found the courage to be true to their passions. By following a set of simple principles culled from these inspiring interviews, readers can transform their business and personal lives, and discover the true meaning of success.

THE SERENDIPITY MINDSET CHRISTIAN BUSCH 2020-06-09 Good luck isn't just chance—it can be learned and leveraged—and The Serendipity Mindset explains how you can use serendipity to make life better at work, at home—everywhere. Many of us believe that the great turning points and opportunities in our lives happen by chance, that they're out of our control. Often we think that successful people—and successful companies and organizations—are simply luckier than the rest of us. Good fortune—serendipity—just seems to happen to them. Is that true? Or are some people better at creating the conditions for coincidences to arise and taking advantage of them when they do? How can we connect the dots of seemingly random events to improve our lives? In *The Serendipity Mindset*, Christian Busch explains that serendipity isn't about luck in the sense of simple randomness. It's about seeing links that others don't, combining these observations in unexpected and strategic ways, and learning how to detect the moments when apparently random or unconnected ideas merge to form new opportunities. Busch explores serendipity from a rational and scientific perspective and argues that there are identifiable approaches we can use to foster the conditions to let serendipity grow. Drawing from biology, chemistry, management, and information systems, and using examples of people from all walks of life, Busch illustrates how serendipity works and explains how we can train our own serendipity muscle and use it to turn the unexpected into opportunity. Once we understand serendipity, Busch says, we become curators of it, and luck becomes something that no longer just happens to us—it becomes a force that we can grasp, shape, and hone. Full of exciting ideas and strategies, *The Serendipity Mindset* offers a clear blueprint for how we can cultivate serendipity to increase innovation, influence, and opportunity in every aspect of our lives.

WHAT CUSTOMERS CRAVE NICHOLAS WEBB 2016-10-12 Think you know your customers? You better be more assured than just thinking you do, because your success depends on it! The best companies in the world first research exhaustively what their customers desire, and then they deliver it in memorable and deeply human experiences—resulting in success previously believed to be unachievable. So once again, how well do you know your customers? In a hyperconnected economy that is radically changing consumer expectations, this vital expectation for any successful business is not always easy. But in *What Customers Crave*, author and business strategist Nicholas Webb simplifies this critical task into being able to confidently answer two questions: What do your customers love? What do they hate? Jam-packed with tools and examples, this must-have resource helps businesses reinvent how they engage with customers (both physical and virtual). Learn how to: • Gain invaluable insights into who your customers are and what they care about • Use listening posts and contact point innovation to refine customer types • Engineer experiences for each micromarket that are not only exceptional, but insanely relevant • Connect across the five most important touchpoints • Co-create with your customers • And more! It's time to reinvent the ways you engage with your customers. Because when you learn to provide for them exactly what they want, they not only bring along their wallets but those belong to their friends as well!

GOOD TO GREAT 2010

GOOD COMPANY LAURIE BASSI 2011-09-06 Laurie Bassi and her coauthors show that despite the dispiriting headlines, we are entering a more hopeful economic age. The authors call it the “Worthiness Era.” And in it, the good guys are poised to win. *Good Company* explains how this new era results from a convergence of forces, ranging from the explosion of online information sharing to the emergence of the ethical consumer and the arrival of civic-minded Millennials. Across the globe, people are choosing the companies in their lives in the same way they choose the guests they invite into their homes. They are demanding that companies be “good company.” Proof is in the numbers. The authors created the Good

Company Index to take a systematic look at Fortune 100 companies' records as employers, sellers, and stewards of society and the planet. The results were clear: worthiness pays off. Companies in the same industry with higher scores on the index—that is, companies that have behaved better—outperformed their peers in the stock market. And this is not some academic exercise: the authors have used principles of the index at their own investment firm to deliver market-beating results. Using a host of real-world examples, Bassi and company explain each aspect of corporate worthiness and describe how you can assess other companies with which you do business as a consumer, investor, or employee. This detailed guide will help you determine who the good guys are—those companies that are worthy of your time, your loyalty, and your money.

GREAT BY CHOICE JIM COLLINS 2011-10-11 Ten years after the worldwide bestseller *Good to Great*, Jim Collins returns with another groundbreaking work, this time to ask: why do some companies thrive in uncertainty, even chaos, and others do not? Based on nine years of research, buttressed by rigorous analysis and infused with engaging stories, Collins and his colleague Morten Hansen enumerate the principles for building a truly great enterprise in unpredictable, tumultuous and fast-moving times. This book is classic Collins: contrarian, data-driven and uplifting.

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

LEADING LEADERS JESWALD W. SALACUSE 2005-11-03 Expert help for the special challenges of managing other leaders whether you were born a leader or have had leadership thrust upon you, you're in for a whole new set of challenges when managing other leaders. Think of the qualities that have brought you to a leadership role: your vision, confidence, and charisma, or perhaps your experience, unique skills, expertise, or network of powerful allies. Now remind yourself that other leaders share some or all of these qualities with you. The leaders you are called upon to lead may be other executives, highly educated experts, investors, board members, government officials, doctors, lawyers, or other professionals. The potential contributions of these elites to any organization are vital, but the likelihood of friction is also high if you don't manage relationships carefully. In any case, they are people with significant resources -- and strong opinions. How do you leverage the assets of the talented and powerful while making sure that egos remain unbruised? *Leading Leaders* breaks the challenge down into the seven daily tasks of leadership, and shows you how to carry out each task when you have to manage other leaders. The seven tasks and the special challenges they entail in *Leading Leaders* are: 1. Direction How do you negotiate a vision for the organization that other leaders will buy into? 2. Integration How do you make stars a team? 3. Mediation How do you resolve conflicts over turf and power among other leaders so the organization can move forward? 4. Education How do you educate people who think they are already educated? 5. Motivation How do you move other leaders who already seem “to have everything” to do the right thing for the organization? 6. Representation How do you lead your organization's outside constituents while still leading leaders inside? 7. Trust Creation How do you gain and keep other leaders' trust, the vital capital that your own leadership depends on? Drawing on the author's own leadership experience as well as his research in the corporate, political, academic, and professional worlds, *Leading Leaders* answers these questions with a clear set of effective rules for all managers to follow in successfully leading other leaders.

SUMMARY OF GOOD TO GREAT INSTAREAD 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 TO GONE ALAN WURTZEL 2012-10-23 Chronicling his 13 years as CEO of Circuit City during its most successful time and sharing his insightful analysis of its downfall, Alan Wurtzel imparts a wisdom that is a must-read for anyone even remotely interested in business. “Good to Great to Gone illustrates the vital importance of listening to your customers. Without them your company has nothing.” —Tony Hsieh, New York Times bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc. How did Circuit City go from a mom and pop store with a mere \$13,000 investment, to the best performing Fortune 500 company for any 15-year period between 1965 and 1995, to bankruptcy and liquidation in 2009? What must leaders do not only to take a business from good to great, but to avoid plummeting from great to gone in a constantly evolving marketplace? For almost 50 years, Circuit City was able to successfully navigate the constant changes in the consumer electronics marketplace and meet consumer demand and taste preferences. But with the company's subsequent decline and ultimate demise in 2009, former CEO Alan Wurtzel has the rare perspective of a company insider in the role of an outsider looking in. Believing that there is no singular formula for strategy, Wurtzel emphasizes the “habits of mind” that influence critical management decisions. With

KEY TAKEAWAYS AT THE END OF EACH CHAPTER, WURTZEL OFFERS ADVICE AND GUIDANCE TO ENSURE ANY BUSINESS STAYS ON TRACK, EVEN IN THE WAKE OF DISRUPTION, A CHANGING CONSUMER LANDSCAPE, AND NEW COMPETITORS. PART SOCIAL HISTORY, PART CAUTIONARY TALE, AND PART BUSINESS STRATEGY GUIDE, *GOOD TO GREAT TO GONE: THE 60 YEAR RISE AND FALL OF CIRCUIT CITY* FEATURES A MEMORABLE STORY WITH CRITICAL LEADERSHIP LESSONS.

NO RULES RULES REED HASTINGS 2020-09-08 THE NEW YORK TIMES BESTSELLER SHORTLISTED FOR THE 2020 FINANCIAL TIMES & MCKINSEY BUSINESS BOOK OF THE YEAR NETFLIX COFOUNDER REED HASTINGS REVEALS FOR THE FIRST TIME THE UNORTHODOX CULTURE BEHIND ONE OF THE WORLD'S MOST INNOVATIVE, IMAGINATIVE, AND SUCCESSFUL COMPANIES THERE HAS NEVER BEFORE BEEN A COMPANY LIKE NETFLIX. IT HAS LED NOTHING SHORT OF A REVOLUTION IN THE ENTERTAINMENT INDUSTRIES, GENERATING BILLIONS OF DOLLARS IN ANNUAL REVENUE WHILE CAPTURING THE IMAGINATIONS OF HUNDREDS OF MILLIONS OF PEOPLE IN OVER 190 COUNTRIES. BUT TO REACH THESE GREAT HEIGHTS, NETFLIX, WHICH LAUNCHED IN 1998 AS AN ONLINE DVD RENTAL SERVICE, HAS HAD TO REINVENT ITSELF OVER AND OVER AGAIN. THIS TYPE OF UNPRECEDENTED FLEXIBILITY WOULD HAVE BEEN IMPOSSIBLE WITHOUT THE COUNTERINTUITIVE AND RADICAL MANAGEMENT PRINCIPLES THAT COFOUNDER REED HASTINGS ESTABLISHED FROM THE VERY BEGINNING. HASTINGS REJECTED THE CONVENTIONAL WISDOM UNDER WHICH OTHER COMPANIES OPERATE AND DEFIED TRADITION TO INSTEAD BUILD A CULTURE FOCUSED ON FREEDOM AND RESPONSIBILITY, ONE THAT HAS ALLOWED NETFLIX TO ADAPT AND INNOVATE AS THE NEEDS OF ITS MEMBERS AND THE WORLD HAVE SIMULTANEOUSLY TRANSFORMED. HASTINGS SET NEW STANDARDS, VALUING PEOPLE OVER PROCESS, EMPHASIZING INNOVATION OVER EFFICIENCY, AND GIVING EMPLOYEES CONTEXT, NOT CONTROLS. AT NETFLIX, THERE ARE NO VACATION OR EXPENSE POLICIES. AT NETFLIX, ADEQUATE PERFORMANCE GETS A GENEROUS SEVERANCE, AND HARD WORK IS IRRELEVANT. AT NETFLIX, YOU DON'T TRY TO PLEASE YOUR BOSS, YOU GIVE CANDID FEEDBACK INSTEAD. AT NETFLIX, EMPLOYEES DON'T NEED APPROVAL, AND THE COMPANY PAYS TOP OF MARKET. WHEN HASTINGS AND HIS TEAM FIRST DEvised THESE UNORTHODOX PRINCIPLES, THE IMPLICATIONS WERE UNKNOWN AND UNTESTED. BUT IN JUST A SHORT PERIOD, THEIR METHODS LED TO UNPARALLELED SPEED AND BOLDNESS, AS NETFLIX QUICKLY BECAME ONE OF THE MOST LOVED BRANDS IN THE WORLD. HERE FOR THE FIRST TIME, HASTINGS AND ERIN MEYER, BESTSELLING AUTHOR OF *THE CULTURE MAP* AND ONE OF THE WORLD'S MOST INFLUENTIAL BUSINESS THINKERS, DIVE DEEP INTO THE CONTROVERSIAL IDEOLOGIES AT THE HEART OF THE NETFLIX PSYCHE, WHICH HAVE GENERATED RESULTS THAT ARE THE ENVY OF THE BUSINESS WORLD. DRAWING ON HUNDREDS OF INTERVIEWS WITH CURRENT AND PAST NETFLIX EMPLOYEES FROM AROUND THE GLOBE AND NEVER-BEFORE-TOLD STORIES OF TRIAL AND ERROR FROM HASTINGS'S OWN CAREER, *NO RULES RULES* IS THE FASCINATING AND UNTOLD ACCOUNT OF THE PHILOSOPHY BEHIND ONE OF THE WORLD'S MOST INNOVATIVE, IMAGINATIVE, AND SUCCESSFUL COMPANIES.

BEYOND ENTREPRENEURSHIP JAMES CHARLES COLLINS 1992 IF YOU HEAD A SMALL TO MID-SIZED ENTERPRISE OR ONE WITHIN A LARGER FIRM, HERE IS A REMARKABLE BOOK THAT CAN HELP YOU BUILD AN EXTRAORDINARY ORGANIZATION CAPABLE OF LONG-TERM HEALTH AND SUCCESS. *BEYOND ENTREPRENEURSHIP* SHOWS HOW TO TURN YOUR BUSINESS INTO AN ENTITY THAT "SUSTAINS HIGH PERFORMANCE, RISES TO THE STATUS OF ROLE MODEL, AND REMAINS GREAT FOR GENERATIONS," IN THE WORDS OF THE AUTHORS. STEP BY STEP, COLLINS AND LAZIER REVEAL HOW TO LAY A FOUNDATION FOR GREATNESS, WHILE A COMPANY IS STILL SMALL AND ADAPTABLE ENOUGH TO FULLY EMBODY THE VALUES OF ITS LEADERS. DRAWING ON THEIR MANY YEARS OF FIRST-HAND EXPERIENCE WORKING IN PRIVATE INDUSTRY AND SERVING AS BUSINESS CONSULTANTS, COLLINS AND LAZIER COVER ALL THE ESSENTIAL ASPECTS OF ATTAINING CORPORATE GREATNESS--SUPPORTED BY DOZENS OF REAL-LIFE EXAMPLES OF FIRMS AS DIVERSE AS MRS. FIELDS COOKIES, CONTINENTAL CABLEVISION, AND GIRO SPORT DESIGN. IN *BEYOND ENTREPRENEURSHIP* THEY PROVIDE TESTED IDEAS AND METHODS FOR DEVELOPING THE MOST EFFECTIVE LEADERSHIP STYLE FOR YOUR PERSONALITY CHARACTERISTICS... AND DEVELOPING THE 7 KEY ELEMENTS OF A LEADERSHIP STYLE TO INSPIRE REAL LOYALTY AND DEDICATION. THEN, THEY MOVE ON TO AN OFTEN OVERLOOKED FUNCTION OF LEADERSHIP: CATALYZING A VISION. EVERY GREAT COMPANY HAS AT ITS CORE A COMPELLING VISION. YOU'LL DISCOVER A CLEAR AND USEFUL FRAMEWORK FOR SETTING CORPORATE VISION--A FRAMEWORK THAT REMOVES THE CONFUSION ABOUT THIS IMPORTANT AND ELUSIVE TOPIC, YET RETAINS THE "SPARK" THAT'S AN ESSENTIAL QUALITY OF A MOTIVATING AND EFFECTIVE OVERALL VISION. COLLINS AND LAZIER ALSO DISCUSS AND ILLUSTRATE THE FOUR KEY PRINCIPLES OF SETTING BUSINESS STRATEGY, AND EXPLAIN HOW TO RESOLVE CRITICAL STRATEGIC ISSUES--LIKE WHETHER TO LEAD A MARKET OR FOLLOW--FACED BY EVERY SMALL TO MID-SIZED FIRM. THE AUTHORS PRESENT A SET OF CONCEPTS AND PRACTICAL SUGGESTIONS FOR STIMULATING CREATIVITY AND KEEPING YOUR COMPANY INNOVATIVE AS IT EVOLVES. FINALLY, THEY SPELL OUT HOW TO TRANSLATE VISION AND STRATEGY INTO EFFECTIVE BUSINESS TACTICS, THE DAY-TO-DAY DETAILS OF PRODUCING CONSISTENT EXCELLENCE. HERE IS A COMPREHENSIVE, HOW-TO-DO-IT BLUE PRINT FOR BECOMING THE BEST IN YOUR INDUSTRY; CRAFTING AN ENTITY THAT'S HIGHLY PROFITABLE AND RESPECTED BY PEOPLE OUTSIDE ITS WALLS.

SUMMARY OF JIM COLLINS' GOOD TO GREAT SUMOREADS 2017-07-06 PLEASE NOTE: THIS IS A SUMMARY, ANALYSIS AND REVIEW OF THE BOOK AND NOT THE ORIGINAL BOOK. JIM COLLINS' THOROUGHLY RESEARCHED LOOK AT CORPORATE SUCCESS, "GOOD TO GREAT: WHY SOME COMPANIES MAKE THE LEAP AND OTHERS DON'T" OFFERS PRACTICAL, WELL-RESEARCHED WISDOM ON HOW TRULY GREAT COMPANIES DIFFERENTIATE THEMSELVES FROM THE MERELY GOOD. THIS SUMOREADS SUMMARY & ANALYSIS OFFERS SUPPLEMENTARY MATERIAL TO "GOOD TO GREAT" TO HELP YOU DISTILL THE KEY TAKEAWAYS, REVIEW THE BOOK'S CONTENT, AND FURTHER UNDERSTAND THE WRITING STYLE AND OVERALL THEMES FROM AN EDITORIAL PERSPECTIVE. WHETHER YOU'D LIKE TO DEEPEN YOUR UNDERSTANDING, REFRESH YOUR MEMORY, OR SIMPLY DECIDE WHETHER OR NOT THIS BOOK IS FOR YOU, SUMOREADS SUMMARY & ANALYSIS IS HERE TO HELP. ABSORB EVERYTHING YOU NEED TO KNOW IN UNDER 20 MINUTES! WHAT DOES THIS SUMOREADS SUMMARY & ANALYSIS INCLUDE? EXECUTIVE SUMMARY OF THE ORIGINAL BOOK EDITORIAL REVIEW KEY TAKEAWAYS & ANALYSIS BRIEF CHAPTER SUMMARIES A SHORT BIO OF THE THE AUTHOR ORIGINAL BOOK SUMMARY OVERVIEW JIM COLLINS' "GOOD TO GREAT" EXAMINES COMPANIES WHO HAVE NOT ONLY ENDURED OVER TIME, BUT WHO MANAGED THE TRANSITION FROM BEING GOOD COMPANIES TO BECOMING OUTSTANDING PERFORMERS. THE COMPANIES THAT TOOK THIS LEAP MANAGED TO OUTPERFORM THE STOCK MARKET 6.9 TIMES OVER FIFTEEN YEARS. THIS

INVESTIGATION OF WHAT DISTINGUISHED THE GREAT FROM THE MEDIOCRE IS AN ENTERTAINING READ, FULL OF STORIES AND ANECDOTES ABOUT THE ACTIONS TAKEN BY SOME OF THE BEST-KNOWN BUSINESSES AND THEIR LEADERS. **BEFORE YOU BUY: THE PURPOSE OF THIS SUMOREADS SUMMARY & ANALYSIS IS TO HELP YOU DECIDE IF IT'S WORTH THE TIME, MONEY AND EFFORT READING THE ORIGINAL BOOK (IF YOU HAVEN'T ALREADY).** SUMOREADS HAS PULLED OUT THE ESSENCE-BUT ONLY TO HELP YOU ASCERTAIN THE VALUE OF THE BOOK FOR YOURSELF. THIS ANALYSIS IS MEANT AS A SUPPLEMENT TO, AND NOT A REPLACEMENT FOR, "GOOD TO GREAT."

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?

BE OBSESSED OR BE AVERAGE GRANT CARDONE 2016-10-11 FROM THE MILLIONAIRE ENTREPRENEUR AND NEW YORK TIMES BESTSELLING AUTHOR OF *THE 10X RULE* COMES A BOLD AND CONTRARIAN WAKE-UP CALL FOR ANYONE TRULY READY FOR SUCCESS. ONE OF THE 7 BEST MOTIVATIONAL BOOKS OF 2016, ACCORDING TO INC. MAGAZINE. BEFORE GRANT CARDONE BUILT FIVE SUCCESSFUL COMPANIES (AND COUNTING), BECAME A MULTIMILLIONAIRE, AND WROTE BESTSELLING BOOKS... HE WAS BROKE, JOBLESS, AND DRUG-ADDICTED. GRANT HAD GROWN UP WITH BIG DREAMS, BUT FRIENDS AND FAMILY TOLD HIM TO BE MORE REASONABLE AND LESS DEMANDING. IF HE PLAYED BY THE RULES, THEY SAID, HE COULD ENJOY EVERYONE ELSE'S VERSION OF MIDDLE CLASS SUCCESS. BUT WHEN HE TRIED IT THEIR WAY, HE HIT ROCK BOTTOM. THEN HE TRIED THE OPPOSITE APPROACH. HE SAID NO TO THE HATERS AND NAYSAYERS AND SAID YES TO HIS BURNING, OUTRAGEOUS, ANIMAL OBSESSION. HE RECLAIMED HIS OBSESSION WITH WANTING TO BE A BUSINESS ROCK STAR, A SUPER SALESMAN, A HUGE PHILANTHROPIST. HE WANTED TO LIVE IN A MANSION AND EVEN OWN AN AIRPLANE. OBSESSION MADE ALL OF HIS WILDEST DREAMS COME TRUE. AND IT CAN HELP YOU ACHIEVE MASSIVE SUCCESS TOO. AS GRANT SAYS, WE'RE IN THE MIDDLE OF AN EPIDEMIC OF AVERAGE. THE CONVENTIONAL WISDOM IS TO SEEK BALANCE AND TAKE IT EASY. BUT THAT HAS REALLY JUST GIVEN US AN EXCUSE TO BE UNEXCEPTIONAL. IF YOU WANT REAL SUCCESS, YOU HAVE TO KNOW HOW TO HARNESS YOUR OBSESSION TO ROCKET TO THE TOP. THIS BOOK WILL GIVE YOU THE INSPIRATION AND TOOLS TO BREAK OUT OF YOUR COCOON OF MEDIOCRITY AND ACHIEVE YOUR CRAZIEST DREAMS. GRANT WILL TEACH YOU HOW TO: • SET CRAZY GOALS—AND REACH THEM, EVERY SINGLE DAY. • FEED THE BEAST: WHEN YOU VALUE MONEY AND SPEND IT ON THE RIGHT THINGS, YOU GET MORE OF IT. • SHUT DOWN THE DOUBTERS—AND USE YOUR HATERS AS FUEL. WHETHER YOU'RE A SALES PERSON, SMALL BUSINESS OWNER, OR 9-TO-5 WORKING STIFF, YOUR PATH TO HAPPINESS RUNS THROUGH YOUR OBSESSIONS. IT'S A SIMPLE CHOICE: BE OBSESSED OR BE AVERAGE.

CULTURE WINS WILLIAM VANDERBLOEMEN 2018-03-20 WHAT COULD YOUR COMPANY ACCOMPLISH IF IT COULD ATTRACT AND RETAIN EMPLOYEES WHO BUY INTO YOUR ORGANIZATION'S MISSION 100%? *CULTURE WINS* IS A PRACTICAL YET CHALLENGING MODERN GUIDEBOOK FOR ORGANIZATIONS THAT WANT TO OWN THE FUTURE. ITS FIRSTHAND INSIGHTS INTO BUILDING A CONTAGIOUS CULTURE WILL DRIVE SUSTAINABLE GROWTH AND INNOVATION FOR ANY ORGANIZATION. YOU WILL BUILD A HEALTHY WORKPLACE, INCREASE REVENUE, AND CHANGE THE WORLD WITH THE LESSONS YOU'LL LEARN. STOP LOSING EMPLOYEES, GROW YOUR TEAM, AND BUILD A CONTAGIOUS COMPANY CULTURE THAT OUTLASTS THE COMPETITION. THERE ARE BOOKS ON GENERAL TEAM BUILDING, THERE ARE BOOKS ON WORKPLACE BEST PRACTICES, AND THERE ARE BOOKS ON LEADERSHIP—BUT THERE IS NOT A BOOK THAT SHOWS FORWARD-THINKING LEADERS HOW TO INTEGRATE IT INTO TODAY'S NEW JOB-HOPPING CULTURE. WILLIAM VANDERBLOEMEN USES HIS COMPANY'S PROVEN EXPERIENCE IN STAFFING AND ORGANIZATIONAL CONSULTING TO PROVIDE A GLOBAL PERSPECTIVE OF EFFECTIVE, THRIVING CULTURES—AND HOW TO CREATE THEM.

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 DEFEAT 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?

LEADERSHIP BS JEFFREY PFEFFER 2015-09-15 FINALIST FOR THE 2015 FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR BEST BUSINESS BOOK OF THE WEEK FROM INC.COM THE AUTHOR OF POWER, STANFORD BUSINESS SCHOOL PROFESSOR, AND A LEADING MANAGEMENT THINKER OFFERS A HARD-HITTING DISSECTION OF THE LEADERSHIP INDUSTRY AND WAYS TO MAKE WORKPLACES AND CAREERS WORK BETTER. THE LEADERSHIP ENTERPRISE IS ENORMOUS, WITH BILLIONS OF DOLLARS, THOUSANDS OF BOOKS, AND HUNDREDS OF THOUSANDS OF BLOGS AND TALKS FOCUSED ON IMPROVING LEADERS. BUT WHAT WE SEE WORLDWIDE IS EMPLOYEE DISENGAGEMENT, HIGH LEVELS OF LEADER TURNOVER AND CAREER DERAILMENT, AND FAILED LEADERSHIP DEVELOPMENT EFFORTS. IN LEADERSHIP BS, JEFFREY PFEFFER SHINES A BRIGHT LIGHT ON THE LEADERSHIP INDUSTRY, SHOWING WHY IT'S FAILING AND HOW IT MIGHT BE REMADE. HE SETS THE RECORD STRAIGHT ON THE OFT-MADE PRESCRIPTIONS FOR LEADERS TO BE HONEST, AUTHENTIC, AND MODEST, TELL THE TRUTH, BUILD TRUST, AND TAKE CARE OF OTHERS. BY CALLING BS ON SO MANY OF THE STORIES AND MYTHS OF LEADERSHIP, HE GIVES PEOPLE A MORE SCIENTIFIC LOOK AT THE EVIDENCE AND BETTER INFORMATION TO GUIDE THEIR CAREERS. ROOTED IN SOCIAL SCIENCE, AND WILL PRACTICAL EXAMPLES AND ADVICE FOR IMPROVING MANAGEMENT, LEADERSHIP BS ENCOURAGES READERS TO ACCEPT THE TRUTH AND THEN USE FACTS TO CHANGE THEMSELVES AND THE WORLD FOR THE BETTER.

THE HEDGEHOG AND THE FOX ISAIAH BERLIN 1995-12-22 THE MASTERLY ESSAY ON TOLSTOY'S VIEW OF HISTORY, IN WHICH SIR ISAIAH UNDERLINES A FUNDAMENTAL DISTINCTION BETWEEN THOSE PEOPLE (FOXES) WHO ARE FASCINATED BY THE INFINITE VARIETY OF THINGS AND THOSE (HEDGEHOGS) WHO RELATE EVERYTHING TO A CENTRAL, ALL-EMBRACING SYSTEM. THIS LITTLE BOOK IS SO ENTERTAINING, AS WELL AS ACUTE, THAT THE READER HARDLY NOTICES THAT IT IS LEARNED TOO. --ARNOLD TOYNBEE

ALL MARKETERS ARE LIARS SETH GODIN 2005 PRESENTS AN ANALYSIS OF CURRENT MARKETING TRENDS, MAINTAINING THAT THE MARKETING CAMPAIGNS THAT SUCCEED ARE THOSE THAT CATER TO THE INCLINATION OF CONSUMERS TO BELIEVE THE BEST STORY, IRRESPECTIVE OF THE FACTS.

BEYOND ENTREPRENEURSHIP 2.0 JIM COLLINS 2020-12-01
NEARLY THIRTY YEARS AGO, STANFORD UNIVERSITY FACULTY MEMBERS JIM COLLINS AND BILL LAZIER SHOWED YOU HOW TO TURN AN ENTREPRENEURIAL BUSINESS INTO AN ENDURING GREAT COMPANY. BEYOND ENTREPRENEURSHIP BECAME A LEADERSHIP STAPLE, PARTICULARLY AMONG SMALL AND EARLY-STAGE COMPANIES. AND WHILE COLLINS WOULD GO ON TO WRITE A SERIES OF FAMOUS BESTSELLERS THAT HAVE SOLD MORE THAN TEN MILLION COPIES WORLDWIDE, THIS LESSER-KNOWN EARLY WORK REMAINS THE FAVOURITE OF MANY OF HIS LOYAL READERS. NOW, WITH BEYOND ENTREPRENEURSHIP 2.0, COLLINS RE-SHARES THE TIMELESS INSIGHTS IN BEYOND ENTREPRENEURSHIP ALONGSIDE NEW PERSPECTIVES GLEANED AFTER DECADES OF ADDITIONAL RESEARCH INTO WHAT MAKES GREAT COMPANIES TICK. IN BEYOND ENTREPRENEURSHIP 2.0, YOU'LL LEARN HOW TO TURN YOUR COMPANY INTO THE 2.0 VERSION OF ITSELF. YOU'LL BE CHALLENGED TO GROW YOUR OWN LEADERSHIP AS YOUR COMPANY GROWS, FROM 1X TO 2X TO 5X TO 10X. YOU'LL LEARN COLLINS'S NEWEST REFLECTIONS ON PEOPLE DECISIONS, INSIGHTS THAT EXTEND BEYOND HIS SEMINAL "FIRST WHO" PRINCIPLE ABOUT GETTING THE RIGHT PEOPLE ON THE BUS. YOU'LL LEARN WHY LUCK FAVOURS THE PERSISTENT, AND WHAT IT MEANS TO LOOK FOR "WHO LUCK." YOU'LL LEARN ABOUT THE ORIGINS OF THE "BHAG" (BIG HAIRY AUDACIOUS GOAL), AND WHY EVEN A SMALL BUSINESS NEEDS A GALVANISING BHAG TO HAVE A COMPLETE AND INSPIRING VISION. YOU'LL ALSO UNLOCK WHAT COLLINS CALLS "THE MAP." THE MAP IS A ROAD MAP THAT PULLS TOGETHER THE KEY CONCEPTS DEVELOPED FROM THIRTY YEARS OF RESEARCH AND WRITING INTO ONE INTEGRATED FRAMEWORK FOR BUILDING A COMPANY THAT DELIVERS SUPERIOR RESULTS, MAKES A DISTINCTIVE IMPACT, AND ACHIEVES LASTING ENDURANCE. FINALLY, YOU'LL LEARN THE LESSONS THAT JIM COLLINS HIMSELF LEARNED FROM THE MOST INFLUENTIAL MENTOR IN HIS LIFE, BILL LAZIER. BEYOND ENTREPRENEURSHIP 2.0 IS THE AMBITIOUS UPGRADE TO A

CLASSIC. IN BEYOND ENTREPRENEURSHIP 2.0, YOU'LL DISCOVER THAT THE GOAL TO TURN YOUR BUSINESS INTO AN ENDURING GREAT COMPANY IS AS RELEVANT - AND AS WITHIN YOUR REACH - AS EVER.

HOW THE MIGHTY FALL JIM COLLINS 2011-09-06 DECLINE CAN BE AVOIDED. DECLINE CAN BE DETECTED. DECLINE CAN BE REVERSED. AMIDST THE DESOLATE LANDSCAPE OF FALLEN GREAT COMPANIES, JIM COLLINS BEGAN TO WONDER: HOW DO THE MIGHTY FALL? CAN DECLINE BE DETECTED EARLY AND AVOIDED? HOW FAR CAN A COMPANY FALL BEFORE THE PATH TOWARD DOOM BECOMES INEVITABLE AND UNSHAKABLE? HOW CAN COMPANIES REVERSE COURSE? IN HOW THE MIGHTY FALL, COLLINS CONFRONTS THESE QUESTIONS, OFFERING LEADERS THE WELL-FOUNDED HOPE THAT THEY CAN LEARN HOW TO STAVE OFF DECLINE AND, IF THEY FIND THEMSELVES FALLING, REVERSE THEIR COURSE. COLLINS' RESEARCH PROJECT—MORE THAN FOUR YEARS IN DURATION—UNCOVERED FIVE STEP-WISE STAGES OF DECLINE: STAGE 1: HUBRIS BORN OF SUCCESS STAGE 2: UNDISCIPLINED PURSUIT OF MORE STAGE 3: DENIAL OF RISK AND PERIL STAGE 4: GRASPING FOR SALVATION STAGE 5: CAPITULATION TO IRRELEVANCE OR DEATH BY UNDERSTANDING THESE STAGES OF DECLINE, LEADERS CAN SUBSTANTIALLY REDUCE THEIR CHANCES OF FALLING ALL THE WAY TO THE BOTTOM. GREAT COMPANIES CAN STUMBLE, BADLY, AND RECOVER. EVERY INSTITUTION, NO MATTER HOW GREAT, IS VULNERABLE TO DECLINE. THERE IS NO LAW OF NATURE THAT THE MOST POWERFUL WILL INEVITABLY REMAIN AT THE TOP. ANYONE CAN FALL AND MOST EVENTUALLY DO. BUT, AS COLLINS' RESEARCH EMPHASIZES, SOME COMPANIES DO INDEED RECOVER—IN SOME CASES, COMING BACK EVEN STRONGER—EVEN AFTER HAVING CRASHED INTO THE DEPTHS OF STAGE 4. DECLINE, IT TURNS OUT, IS LARGELY SELF-INFLICTED, AND THE PATH TO RECOVERY LIES LARGELY WITHIN OUR OWN HANDS. WE ARE NOT IMPRISONED BY OUR CIRCUMSTANCES, OUR HISTORY, OR EVEN OUR STAGGERING DEFEATS ALONG THE WAY. AS LONG AS WE NEVER GET ENTIRELY KNOCKED OUT OF THE GAME, HOPE ALWAYS REMAINS. THE MIGHTY CAN FALL, BUT THEY CAN OFTEN RISE AGAIN.

THE FIVE MOST IMPORTANT QUESTIONS YOU WILL EVER ASK ABOUT YOUR ORGANIZATION PETER F. DRUCKER 2011-01-11 WITH PETER DRUCKER'S FIVE ESSENTIAL QUESTIONS AND THE HELP OF FIVE OF TODAY'S THOUGHT LEADERS, THIS LITTLE BOOK WILL CHALLENGE READERS TO TAKE A CLOSE LOOK AT THE VERY HEART OF THEIR ORGANIZATIONS AND WHAT DRIVES THEM. A TOOL FOR SELF-ASSESSMENT AND TRANSFORMATION, ANSWERING THESE FIVE QUESTIONS WILL FUNDAMENTALLY CHANGE THE WAY YOU WORK, HELPING YOU LEAD YOUR ORGANIZATION TO AN EXCEPTIONAL LEVEL OF PERFORMANCE. PETER DRUCKER'S FIVE QUESTIONS ARE: WHAT IS OUR MISSION? WITH JIM COLLINS WHO IS OUR CUSTOMER? WITH PHIL KOTLER WHAT DOES THE CUSTOMER VALUE? WITH JIM KOUZES WHAT ARE OUR RESULTS? WITH JUDITH RODIN WHAT IS OUR PLAN? WITH V. KASTURI RANGAN THESE ESSENTIAL QUESTIONS, GROUNDED IN PETER DRUCKER'S THEORIES OF MANAGEMENT, WILL TAKE READERS ON A EXPLORATION OF ORGANIZATIONAL AND PERSONAL SELF-DISCOVERY, GIVING THEM A MEANS TO ASSESS HOW TO BE—HOW TO DEVELOP QUALITY, CHARACTER, MIND-SET, VALUES AND COURAGE. THE QUESTIONS LEAD TO ACTION. BY ASKING THESE QUESTIONS, READERS CAN FOCUS ON WHY THEY ARE DOING WHAT THEY ARE DOING IN THEIR WORK, AND HOW TO DO IT BETTER. DESIGNED FOR TODAY'S BUSY PROFESSIONALS, THIS BRIEF, CLEAR AND ACCESSIBLE BOOK WILL CHALLENGE READERS TO ASK THESE PROVOCATIVE QUESTIONS AND IT WILL STIMULATE SPIRITED DISCUSSIONS AND ACTION WITHIN ANY ORGANIZATION, INSPIRING POSITIVE CHANGE AND NEW LEVELS OF EXCELLENCE, HELPING ALL TO ENVISION THE FUTURE OF THEIR OR ANY ORGANIZATION.

LEADING WITH FOCUS MIKE SCHMOKER 2016-01-20 IN HIS 2011 ASCD BEST-SELLER FOCUS: ELEVATING THE ESSENTIALS TO RADICALLY IMPROVE STUDENT LEARNING, AUTHOR MIKE SCHMOKER DESCRIBED A FRESH APPROACH TO K-12 TEACHING BUILT ON THREE CORE ELEMENTS: A FOCUSED AND COHERENT CURRICULUM; CLEAR, PRIORITIZED LESSONS; AND PURPOSEFUL READING AND WRITING, OR AUTHENTIC LITERACY. NOW, IN LEADING WITH FOCUS, HE SHOWS ADMINISTRATORS, PRINCIPALS, AND OTHER EDUCATION LEADERS HOW TO APPLY HIS MODEL TO THE WORK OF RUNNING SCHOOLS AND DISTRICTS. IN THIS COMPANION TO HIS PREVIOUS BOOK, SCHMOKER OFFERS * AN OVERVIEW OF THE CASE FOR SIMPLE, FOCUSED SCHOOL AND DISTRICT LEADERSHIP--DEMONSTRATING ITS POWER FOR VASTLY IMPROVING THE WORK OF TEACHERS AND LEADERS. * EXAMPLES OF REAL SCHOOLS AND DISTRICTS THAT HAVE EMBRACED FOCUSED LEADERSHIP--AND THE INCREDIBLE RESULTS FOR STUDENT LEARNING. * A PRACTICAL, FLEXIBLE, AND EASY-TO-FOLLOW IMPLEMENTATION GUIDE FOR ENSURING FOCUSED LEADERSHIP IN SCHOOLS AND DISTRICTS. ALL STUDENTS DESERVE TO LEARN IN SCHOOLS WHERE EDUCATORS ESCHEW DISTRACTIONS AND SUPERFLUOUS ACTIVITIES TO CONCENTRATE ON WHAT'S MOST IMPORTANT. TO THAT END, THIS BOOK IS AN ESSENTIAL RESOURCE FOR LEADERS READY TO STREAMLINE THEIR PRACTICE AND FOCUS THEIR EFFORTS ON RADICALLY IMPROVING STUDENT LEARNING.

SUMMARY - GOOD TO GREAT FASTDIGEST-SUMMARY 2018-01-07 GOOD TO GREAT: WHY SOME COMPANIES MAKE THE LEAP...AND OTHERS DON'T - A COMPLETE SUMMARY GOOD TO GREAT IS A BOOK WRITTEN BY THE AMERICAN AUTHOR JIM COLLINS. JIM IS A LECTURER AND BUSINESS CONSULTANT. HIS LECTURES FOCUS ON THE SUBJECTS OF BUSINESS SUSTAINABILITY AND ECONOMIC GROWTH. COLLINS ATTENDED STANFORD UNIVERSITY WHERE HE RECEIVED HIS MBA IN MATHEMATICS. HE THEN SPENT EIGHTEEN MONTHS WORKING AS A CONSULTANT FOR MCKINSEY AND CO. BEFORE BECOMING A PRODUCT MANAGER FOR HEWLETT PACKARD. COLLINS HAS ALSO WRITTEN OR CO-AUTHORED SIX OTHER BOOKS IN ADDITION TO GOOD TO GREAT, ALL OF WHICH ARE BASED ON HIS RESEARCH. ONE OF THESE BOOKS, BUILT TO LAST, WAS A BEST-SELLER FOR MORE THAN SIX YEARS AND HAS BEEN TRANSLATED INTO TWENTY-FIVE LANGUAGES. GOOD TO GREAT: WHY SOME COMPANIES MAKE THE LEAP...AND OTHERS DON'T TALKS ABOUT THE CRUCIAL DIFFERENCES BETWEEN COMPANIES THAT DO PASSABLY GOOD BUSINESS AND THOSE THAT DO EXCEPTIONALLY GREAT BUSINESS. AFTER THIS INITIAL DISCUSSION, THE AUTHOR EXPLAINS THAT EVEN THOUGH THERE IS NOTHING WRONG WITH "GOOD," THAT "GOOD" CAN, AND OFTEN DOES, PREVENT US FROM ACHIEVING MORE OF OUR POTENTIAL. GOOD WILL KEEP US SATISFIED WITH THE CURRENT SITUATION, AND BECAUSE OF THIS SATISFACTION WE MAY BE UNABLE AND UNWILLING TO TRY TO ACHIEVE SOMETHING BETTER. THIS CONCEPT APPLIES IN BUSINESS AS WELL. WHILE THERE ARE MANY COMPANIES THAT ARE GOOD, THERE ARE ONLY A FEW COMPANIES THAT EXCEL AT WHAT THEY DO. THIS MEANS THAT THERE ARE MANY COMPANIES THAT ARE "STUCK" WITH BEING "GOOD." THIS BOOK OFFERS WAYS TO UNDERSTAND WHAT DISTINGUISHES BETWEEN GOOD AND GREAT COMPANIES AND WHAT EACH COMPANY SHOULD DO IN ORDER TO ACHIEVE BEING "GREAT." THE RESEARCH AND SUGGESTIONS MAKE IT EXCELLENT LITERATURE FOR BUSINESSMEN. HERE IS A PREVIEW OF WHAT YOU WILL GET: -

In Good to Great, you will get a summarized version of the book. - In Good to Great, you will find the book analyzed to further strengthen your knowledge. - 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

TRACTION Gino Wickman 2012-04-03 OVER 1 MILLION COPIES SOLD! Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 80,000 companies have discovered what EOS can do. In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply Traction to your business, check out its companion book, Get A Grip.

BE 2.0 (BEYOND ENTREPRENEURSHIP 2.0) Jim Collins 2020-12-01 From Jim Collins, the most influential business thinker of our era, comes an ambitious upgrade of his classic, Beyond Entrepreneurship, that includes all-new findings and world-changing insights. What's the roadmap to create a company that not only survives its infancy but thrives, changing the world for decades to come? Nine years before the publication of his epochal bestseller Good to Great, Jim Collins and his mentor, Bill Lazier, answered this question in their bestselling book, Beyond Entrepreneurship. Beyond Entrepreneurship left a definitive mark on the business community, influencing the young pioneers who were, at that time, creating the technology revolution that was birthing in Silicon Valley. Decades later, successive generations of entrepreneurs still turn to the strategies outlined in Beyond Entrepreneurship to answer the most pressing business questions. BE 2.0 is a new and improved version of the book that Jim Collins and Bill Lazier wrote years ago. In BE 2.0, Jim Collins honors his mentor, Bill Lazier, who passed away in 2005, and reexamines the original text of Beyond Entrepreneurship with his 2020 perspective. The book includes the original text of Beyond Entrepreneurship, as well as four new chapters and fifteen new essays. BE 2.0 pulls together the key concepts across Collins' thirty years of research into one integrated framework called The Map. The result is a singular reading experience, which presents a unified vision of company creation that will fascinate not only Jim's millions of dedicated readers worldwide, but also introduce a new generation to his remarkable work.

LEADERSHIP RECKONING Thomas Kolditz, PhD 2021-01-19 Since its inception, higher education in the U.S. has claimed to develop leaders. This bold claim appears in college mission statements and mottos, and it is reinforced in recruiting materials and ad campaigns. But is this claim justified? Leadership Reckoning takes to task American colleges and universities for their haphazard, incoherent, evidence-free approaches to developing students as leaders and offers a principle-driven, outcome-oriented blueprint for how effective leader development can occur. Higher education has both the opportunity and the responsibility to take leader development seriously and create the leaders we need. It's high time that happens, and Leadership Reckoning points the way. "Take it from me, as someone who has worked in both government and business: leadership matters! In the face of global challenges like the climate crisis and the COVID-19 pandemic, the need for good leaders in every part of society has never been greater. In Leadership Reckoning, the Doerr Institute for New Leaders pioneers a data-driven approach to make the development of moral leadership a core function of college education. This book is a must read for the leaders of today and tomorrow." -Al Gore, former Vice President of the United States "This book is a gem of a resource for institutions of higher education considering their role and approach in preparing the rising generation to exert the leadership our world needs. It is hard to imagine a more important question for revitalizing our colleges and universities and, most importantly, for getting on the path to realizing our collective aspirations for a just, sustainable, and peaceful world." -Wendy Kopp, CEO and Co-founder of Teach for All "Our students will impact the world in far greater proportion than their numbers. Higher education needs to fulfill its currently broken promise to students and society: to intentionally and genuinely prepare them to lead in a complex and hyper-connected world. This book makes a compelling case for leadership being central to university mission and more importantly, delivering on that mission." -Cynthia Cherrey Ph.D., President & CEO, International Leadership Association "Higher education institutions have an urgent obligation to develop real-world leadership skills in students, and the authors provide innovative, practical ways to accomplish that mission. This groundbreaking book is a must-read for every university administrator and board member." -John R. Ryan, President & CEO, Center for Creative Leadership, former Chancellor, State University of New

York "Imagine every student at your institution having the opportunity to formally participate in developing their leadership skills. Imagine that those who participate come to see themselves as better leaders, perform more effectively as leaders, and do better in school than those who don't. Imagine no more. This is happening right now, and authors Tom Kolditz, Libby Gill, and Ryan Brown show you where and how in Leadership Reckoning. Kolditz, Gill, and Brown begin with an insightful critique of the current state of affairs, and then they spend equal time documenting an evidence-based approach that creatively and effectively responds to unmet needs." -Jim Kouzes, coauthor of the bestselling and award-winning, The Leadership Challenge, and former Dean's Executive Fellow of Leadership, Leavey School of Business, Santa Clara University

FORGET THE ALAMO Bryan Burrough 2022-06-07 A New York Times bestseller! "Lively and absorbing. . ." — The New York Times Book Review "Engrossing." —Wall Street Journal "Entertaining and well-researched . . ." —Houston Chronicle Three noted Texan writers combine forces to tell the real story of the Alamo, dispelling the myths, exploring why they had their day for so long, and explaining why the ugly fight about its meaning is now coming to a head. Every nation needs its creation myth, and since Texas was a nation before it was a state, it's no surprise that its myths bite deep. There's no piece of history more important to Texans than the Battle of the Alamo, when Davy Crockett and a band of rebels went down in a blaze of glory fighting for independence from Mexico, losing the battle but setting Texas up to win the war. However, that version of events, as Forget the Alamo definitively shows, owes more to fantasy than reality. Just as the site of the Alamo was left in ruins for decades, its story was forgotten and twisted over time, with the contributions of Tejanos--Texans of Mexican origin, who fought alongside the Anglo rebels--scrubbed from the record, and the origin of the conflict over Mexico's push to abolish slavery papered over. Forget the Alamo provocatively explains the true story of the Alamo and the impact of the Battle of the Alamo on the history of Texas's struggle for independence, then shows how the sausage of myth got made in the Jim Crow South of the late nineteenth and early twentieth century. As uncomfortable as it may be to hear for some, celebrating the Alamo has long had an echo of celebrating whiteness. In the past few years, waves of revisionists have come at this topic, and at times have made real progress toward a more nuanced and inclusive story that doesn't alienate anyone. But we are not living in one of those times; the fight over the Alamo's meaning has become more pitched than ever in the past few years, even violent, as Texas's future begins to look more and more different from its past. It's the perfect time for a wise and generous-spirited book that shines the bright light of the truth into a place that's gotten awfully dark.

JAMES CHARLES COLLINS 2005 PROPOSES APPLYING THE AUTHOR'S BUSINESS STRATEGIES FOR TRANSFORMING COMPANIES TO NONPROFIT AND PUBLIC ORGANIZATIONS TO HELP THEM INCREASE EFFICIENCY AND MOST BENEFIT THE CLIENTS THEY SERVE.

CHIP ESPINOZA 2016-04-13 THE BUILDERS, BABY BOOMERS, GENERATION X, AND MILLENNIALS—ALL MAKE UP WORKFORCES IN EVERY TYPE OF INDUSTRY ALL OVER THE WORLD. THE GENERATIONAL GAPS ARE NUMEROUS AND DISTINCTLY DIFFERENT BETWEEN EACH AGE GROUP, AND MILLENNIALS HAVE GOTTEN A REPUTATION FOR BEING PARTICULARLY UNIQUE AND OFTEN CHALLENGING. IN THIS UPDATED AND EXPANDED SECOND EDITION OF THE POPULAR GUIDEBOOK MANAGING THE MILLENNIALS, YOU'LL SEE HOW MILLENNIAL TRAITS ARE THE SAME AROUND THE GLOBE. IN FACT, MILLENNIALS ARE MORE ALIKE THAN ANY OTHER GENERATION BEFORE THEM DUE IN LARGE PART TO RAPID ADVANCES IN TECHNOLOGY THAT LET US SHARE MORE EXPERIENCES TOGETHER. THESE SAME RAPID ADVANCES ARE ALSO REDEFINING THE FUNDAMENTAL WAYS BUSINESSES OPERATE, AND THIS REVISED EDITION INCLUDES THE INTERNATIONAL PERSPECTIVE TODAY'S VALUABLE LEADERSHIP NEEDS TO ATTRACT AND RETAIN THESE HIGH-PERFORMING WORKERS WITH VERY DIFFERENT VALUES AND EXPECTATIONS. WITH FRESH RESEARCH AND NEW REAL-WORLD EXAMPLES, THE POWERHOUSE AUTHORIAL TEAM REEXAMINES THE DIFFERENCES BETWEEN HOW DIFFERENT GENERATIONS WORK TODAY IN BUSINESSES AROUND THE WORLD, WITH INSIGHTFUL EXPLORATION INTO WHAT MAKES THE MILLENNIAL GENERATION SO DIFFERENT FROM THE ONES THAT CAME BEFORE. THE AUTHORS REVEAL NINE SPECIFIC POINTS OF TENSION COMMONLY ARISING FROM CLASHING VALUE SYSTEMS AMONG GENERATIONS AND PRESCRIBE NINE PROVEN SOLUTIONS TO RESOLVE CONFLICT AND BUILD COMMUNICATION, NURTURE COLLABORATIVE TEAMS, AND CREATE LONG-LASTING RELATIONSHIPS AMONG COLLEAGUES OF EVERY AGE. A WEALTH OF INFORMATIVE TABLES AND CONVENIENT END-OF-CHAPTER SUMMARIES MAKE THIS AN INVALUABLE EVERYDAY REFERENCE TO SUPPORT YOU: MAKING THE MOST INFORMED DECISIONS WITH UP-TO-DATE, RESEARCH-BASED GUIDANCE ON GETTING THE MOST FROM TWENTY-SOMETHING EMPLOYEES EXECUTING SOLUTIONS TO THE MOST COMMON OBSTACLES TO YOUNGER WORKERS ENGAGING AND LEARNING FROM THE PEOPLE WHO MANAGE THEM ENHANCING YOUR SKILLS AS A JOB COACH WITH PRACTICAL TIPS AND HANDS-ON TOOLS FOR COACHING MILLENNIALS, INCLUDING CONCRETE ACTION STEPS FOR OVERCOMING ROADBLOCKS COMPLETE WITH CASE STUDIES OF REAL MANAGERS AND EMPLOYEES INTERACTING IN EVERY AREA OF BUSINESS, ENLIGHTENING ANALYSIS OF PERFORMANCE AND BEHAVIORAL PATTERNS ACROSS GENERATIONS, AND EASY-TO-USE TECHNIQUES YOU CAN USE RIGHT AWAY TO IMPROVE YOUR ORGANIZATION, MANAGING THE MILLENNIALS, SECOND EDITION GIVES YOU EVERYTHING YOU NEED TO INSPIRE YOUR ENTIRE WORKFORCE TO NEW LEVELS OF PRODUCTIVITY.