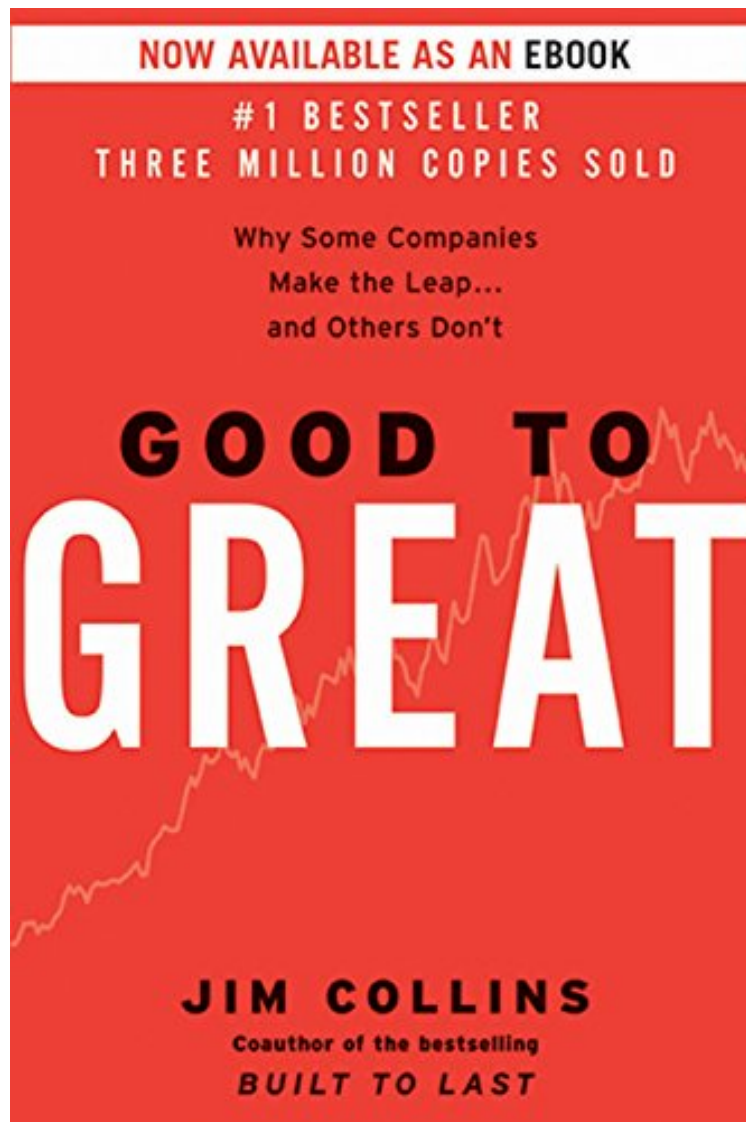


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# Good to Great: Why Some Companies Make the Leap...And Others Don't

*Jim Collins*

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**Jim Collins : Good to Great: Why Some Companies Make the Leap...And Others Don't** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Good to Great: Why Some Companies Make the Leap...And Others Don't:

0 of 0 people found the following review helpful. Great book for New Managers By Jesus Gonzalez "Good to Great" puts a new perspective on why many businesses hit a glass ceiling as they fall into a fallacy that they are good enough to perform their function. The book concentrates the examination of different companies that succeeded

in going from good to great while attempting to warn about the dangers of those who do not break the threshold. The book contains many great ideas, such as the hedgehog concept, the level 5 leadership, and establishing a culture of discipline. Using these ideas, managers are encouraged to adapt these ideas for their own companies in order for them to break through the enemy of great, good. Many businesses believe that they are good enough, and therefore, will never reach greatness. Jim Collins's book is a little out dated as he uses Circuit City as a company that went from good to great. While the store may have prospered and did go to great, it may make future generation doubt the integrity of the concept. He also warns that technology should not be dependent to run a business. There are many small businesses that may see the advantage to this concept; many types of businesses are using technology to run a well working machine. Collins's reasoning was the fall of the Dotcoms during the early 2000 that caused trouble to many startups at the time. Today, we all know that technology is far more reliable and it is a definite key in improving. It is unfair, however, to discredit the book due to the fact that the book is a little old. The ideas are unique and excellent for those who are new to the management scene and continuous improvement. It is easy to read and provides steps to admitting that a company is not to their full potential and how to fix those shortcomings. 0 of 0 people found the following review helpful. Starts Slow, But Picks Up Quickly - Great Read! By Customer Phenomenal read. The beginning starts out a little slow with the explanation on how good to great companies were labelled. After this though a lot of real life examples how an attitude/culture and the right people can turn a company into one of the best! Great for managers wanting to elevate the performance of their company. 0 of 0 people found the following review helpful. A must read for managers By Christian Kyamatare This is definitely a must read for anyone looking for key management techniques to really manage anything great. Pros: The concepts are intuitive and clear. Each one is workable and the examples are great tools for pushing the author's point home. The academic nature of this book helps reinforce the "breakthrough" trends that are identified. Additionally, the book does a good job of personalizing very complex business decisions. Cons: Far too many of these companies ceased to be great. This information seems almost pointless when one considers (in a vacuum) the current status of these companies.