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that describes how  
companies transition  
from being good  
companies to great  
companies, and how  
most companies fail to  
make the transition.  
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book was published on  
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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  
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world's greatest



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about being great, not  
merely good. Good is  
the enemy of great.  
Many people and  
companies settle for  
good because it's

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easier. Many companies don't even try to be great. There're not striving to be the best in the industry. This opens the door to competitors.

## **Book Summary: Good to Great by Jim Collins.**

the great and the good  
If great events  
stemmed from minor,  
even accidental,  
events, then the great

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and the good were belittled. From the Cambridge English Corpus Indeed, one of the messages that might be drawn from biographies of the great and the good is precisely the sense in which old age can spin out of control.

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Good to Great: Why

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Some Companies Make the Leap... and Others Don't, James C. Collins  
Good to Great: Why Some Companies Make the Leap... and Others Don't is a management book by Jim C. Collins that describes how companies transition from being good companies to great companies, and how most companies fail to make the transition. The book was published on October

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16, 2001.

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**Good to Great: Why  
Some Companies  
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management professor  
Jim Collins released the  
popular Good to Great:  
Why Some Companies  
Make the Leap...and  
Others Don't in 2001.  
The book is really a  
research project led by  
Collins as a follow-up to  
his book Built to Last:

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Successful Habits of  
Visionary  
Companies. He  
researched hundreds  
of companies to  
identify sets of “good”  
companies where one  
became “great” while a  
...

## **7 Lessons from Good to Great - Lean East**

“The good-to-great companies made a habit of putting their best people on their best opportunities, not

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their biggest problems. The comparison companies had a penchant for doing just the opposite, failing to grasp the fact that managing your problems can only make you good, whereas building your opportunities is the only way to become great.

**Good to Great  
Quotes by James C.  
Collins**

*Page 15/27*

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In the journey from good to great, defining your Hedgehog Concept is an essential element. But insight and understanding don't happen overnight—or after one off-site. On average, it took four years for the good-to-great companies to crystallize their Hedgehog Concepts. It was an inherently iterative process—consisting of



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**Jim Collins - Articles  
- Good to Great**

"The Great and the Good" is one of those, tying several plot lines together, past and present, throwing in the death of Lewis' wife, and being difficult to follow. While Lewis is in the emergency room being treated for a back injury, a teenage girl is brought into the hospital.

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**"Inspector Lewis"  
The Great and the  
Good (TV Episode  
2008 ...**

Good to Great Key  
Takeaway #1: High-  
profile, celebrity CEOs  
brought in from the  
outside to whip a  
company into shape  
actually hurt a  
company's ability to  
transition from good to  
great. Good to Great  
Key Takeaway #2:  
"Strategy"—that is, the

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formulation of a long-term plan of any kind—didn't correlate with good-to-great. Both the good ...

## To Great **9 Key Takeaways From Good to Great: In-Depth Guide ...**

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not a large difference  
in the application of  
the principles this does  
illustrate some of the  
key differences in  
application. Jim Collins.  
Good To...

## **“Good to Great and the Social Sectors” Book Summary ...**

GOOD TO GREAT AND  
THE SOCIAL SECTORS  
This monograph sprang  
from the realization  
that the Good to Great  
concepts have use far

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beyond business—in government, nonprofits, schools, and just about everywhere else.

**Books - Jim Collins - Good to Great**

The good news is that the secret to being great isn't a mysterious black-box. It's not a secret at all! We can break it down into a few qualities, many of which are outlined in this article.

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## **The Difference Between Good and Great Is Massive | by Ravi ...**

But good companies will always be a step or two behind great companies. Eventually the "good" won't seem so good anymore, and those organizations won't achieve high growth the way a great company ...

**The Biggest**  
*Page 22/27*

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## **Difference Between 'Good' and 'Great ...**

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## **Good to Great: Why Some Companies Make the Leap...And ...**

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



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Companies, including  
Coca-Cola, Intel,  
General Electric, and  
Merck.  
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**Good to Great -  
HarperCollins**

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 advice on how truly great companies

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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 ...

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