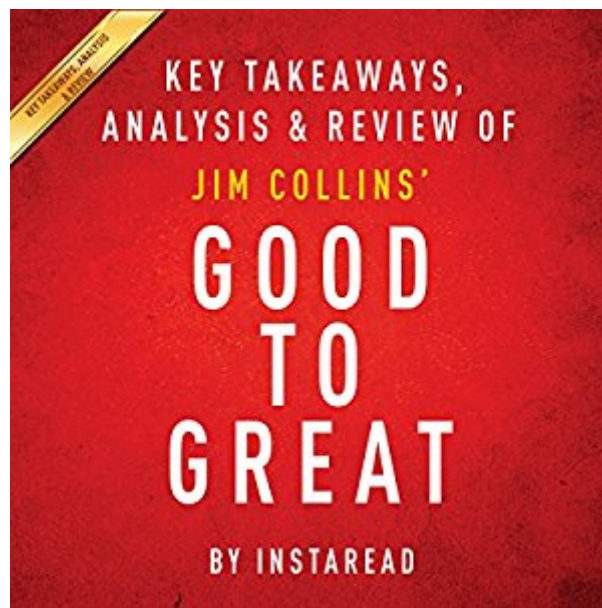


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# Good To Great: Why Some Companies Make The Leap...and Others Don't, By Jim Collins: Key Takeaways, Analysis & Review



## Synopsis

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 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.

## Book Information

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## Customer Reviews

Some organizations become good, and others become great. Management Consultant Jim Collins, though, believes that there are key ways that organizations, and people, can move beyond being merely good. In his book, *Good to Great: Why Some Companies Make the Leap . . . And Others Don't*, Collins maintains that there are seven key principles that lead to greatness:- Leadership that focuses on success for the organization rather than personal gain.- Hiring the right people- Confronting reality and hard facts, while maintaining a belief in the ability to succeed and go on to greatness- Work on core competencies- Create a culture of discipline “ and here he means self-discipline and self-motivation- Use technology to accelerate core competencies- Maintaining persistent effortAn eighth “principle” that Collins stresses is the realization that greatness does

not come overnight, but is the end result of consistent application of the seven principles. In his book, which is easy to read, he dispels many of the myths of greatness, and gives commonsense advice for achieving it. Instareadâ™s Good to Great: Why Some Companies Make the Leap . . . And Others Donâ™t by Tom Collins/Key Takeaways, Analysis & Review is, as the Instaread summaries always are, a good introduction to a book that is useful for anyone who seeks to truly excel. It discusses the key takeaways of the book, and gives an analysis of the authorâ™s style and credentials, making it possible to get a good idea if the book is worth the price of admission. These guides are an excellent resource for busy people who want to get a preview of books before purchasing them.

Is your company great or just good? Are you adhering to seven key principles? Jim Collins, author of the original book, is a graduate of Stanford Graduate School of Business, a business consultant and obviously an author. Nine other successful CEO's are listed with short bios in the "Important People" section. There are 8 Key Takeways in this Instaread summary. Here are a couple to whet your appetite:>>>#1 - "Great leaders combine tremendous personal humility with unwavering professional resolve. They are not focused on personal gains but on setting up the whole company for success.">>>#7 - "The transformation from good to great does not come in a dramatic scoop or sudden action. It is a long process that requires persistent effort." "The right people are your most important asset." To be a great company, you have to have great people in all positions not just at the top. A great leader is humble and not egotistical. What is your company's competency? Described as "grounded in substantial research, analysis, and quantitative studies" but written "in a straight forward style". This Instaread summary is great for what it is, a summary BUT if you want more in-depth ideas for your company you are going to want to read the 300 page original. You can only fit so much into a 32 page summary. Important to note that my review is based on the quality of this Instaread review and not the original book. Summary provided in exchange for an honest review. Thanks, Liz

A thorough review of a compelling book. "Good to Great" explores what breaks companies out of mediocrity and defines them as great instead of just good. The research conducted by Collins reveals many principles that defy common practice, which are then captured in this Instaread review. The 8 key takeaways cover a variety of ways that great companies are different from good ones, and how they took that leap. My favorite section was about how good companies idolize talent, always trying to get the biggest, best, and most well-known individuals to work for them. But

assuaging egos is not what pushes companies to become great, it is the unknowns that make great companies. And this Instaread review discusses principles like that mentioned in the original book. Since most of us don't have time to dissect every book on business, let some professionals do it. This review breaks down the message of "Good to Great" into an easy to read formula. Their analysis was great for what I need as a leader in business.

I received this summary of "Good to Great" in exchange for a review. I loved this summary! My husband and I are small business owners, and this book gives wonderful advice on how to make your business great instead of just good. This summary gives an overview on what the original book is about and then lists and analyzes eight key takeaways. There are 7 key principles listed in the book that great companies adhere to, which I found to be excellent advice. After reading this book, I am excited to discuss it with my husband so we can take our business to the next level.

Keep in mind that this is in fact a shortened version of the actual book. I found this to be a full-bodied read that highlights all of the main points in "Good to Great". The takeaway points give examples of how good companies are a world apart from great companies. There are always ways to build your business, gain exposure and gain integrity in the business world. This book delivers the general message of its much larger counterpart without all the extra pages. Though I received this ebook in return for my reading, this review is written based on my unbiased opinion.

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