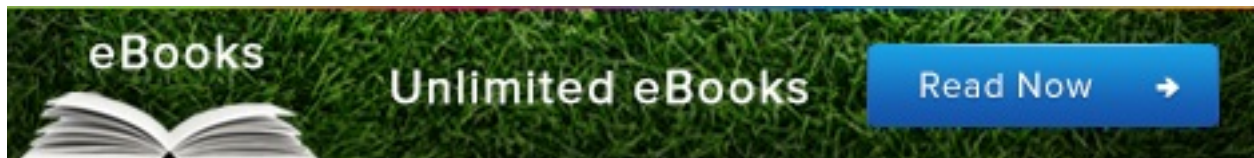
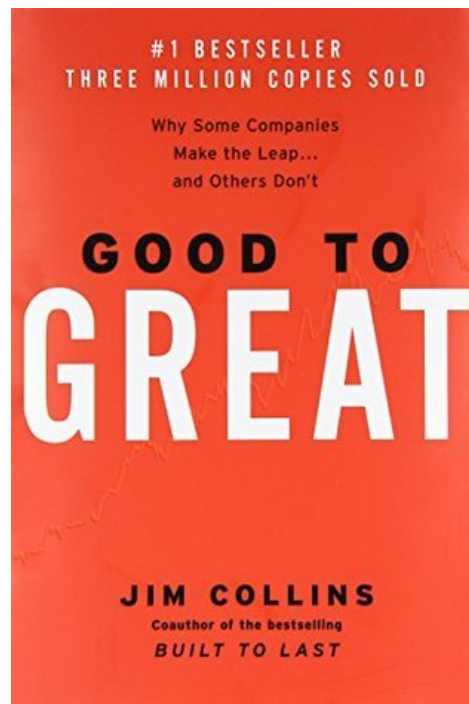


Leer libros Good to Great: Why Some Companies Make the Leap... and Others Don't

By James C. Collins



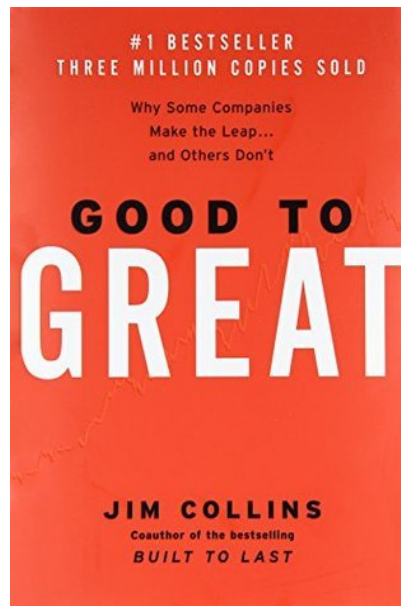
Books Details

Author : James C. Collins Pages : 300 pages Publisher : Harper Business
Language : eng ISBN-10 : 0066620996 ISBN-13 : 9780066620992

Books Descriptions

To find the keys to greatness, Collins's 21-person research team read and coded 6,000 articles, generated more than 2,000 pages of interview transcripts and created 384 megabytes of computer data in a five-year project. The findings will surprise many readers and, quite frankly, upset others. 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

You Can Get This Books By Click Link/Button In Below .



/

<https://includger.com/?book=0066620996>