



A Joosr Guide to... Good to Great by Jim Collins: Why Some Companies Make the Leap - and Others Don't

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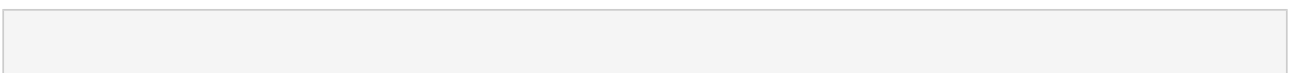
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Is there a formula to greatness? How your company can make the leap from good to great.

In *Good to Great*, Jim Collins proves that it is possible for a good company to become great. After carefully scouring decades of financial data, conducting interviews and reviewing records, Collins and his team of researchers identified several important and sometimes surprising traits that are integral to overcoming mediocrity and advancing to excellence. *Good to Great* demonstrates that a successful company is built on the right people: from the humble and dedicated leaders, through to their creative and passionate teams.

You will learn:

- How any company can implement the principles of the Hedgehog Concept to find and exploit their niche
- Why a modest, hardworking leader is better than the charismatic and self-serving frontman
- How to cultivate a culture of discipline, built around a team of motivated self-managers.



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