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Good to Great: A Full Summary! Why Some Companies Make the Leap...And Others Don't

Good to Great is a book written by American author, business consultant and lecturer on the subjects of company sustainability and its economic growth, Jim Collins.

Collins enrolled Stanford University and studied Mathematic and managed to obtain his MBA, which was followed by eighteen months of working as a consultant with McKinsey and Co. Afterwards he worked as a product manager for Hewlett and Packard.

Besides writing this book, Collins also wrote or co-authored all together six books and all of them were based on his research. One of the books he wrote was built to Last, a book that was best-seller for more than six years and a book that was also translated into twenty-five languages.

Good to Great: Why Some Companies Make the Leap...And Others Don't talks about what makes crucial difference between companies that do good and companies that do great business. There the author continues and explains that even though initially there is nothing wrong with 'good', but later that 'good' can and often does, prevent us from achieving more of our potential. Good will keep us satisfied with current situation, but because of this satisfaction we will be unable and unwilling to try to achieve something more. Things are similar in business. While there are many companies that are good, there are only a few companies that exceed at what they do, which means that there are many companies that are somewhat 'stuck' in being good.

This book offers ways how to understand what distinguishes good and great companies and what each company should do in order to achieve being 'great', which makes it excellent literature for businessmen.

Here Is A Preview Of What You Will Get:

- In **Good to Great** , you will get a detailed summary of the novel
- In **Good to Great** , you will find some analysis to strengthen your knowledge about the book
- In **Good to Great** , you will get some fun multiple choice quizzes, along with answers to help you learn about the novel.

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