



Good to Great: Summary of the Key Ideas - Original Book by Jim Collins: Why Some Companies Make the Leap... and Others Don't

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In Jim Collins' last book, "Built to Last", the authors studied several visionary companies to find out how they made their success last over time. "Good to Great" summarizes the results of a five-year study, which tried to find out how good companies manage to become great – or visionary. The research team identified several strategies that were used by those organizations to achieve success.

Who should read this book:

- Entrepreneurs and managers who want to learn how to establish a great company.
- Businesspeople who want to find out how to make the transition from good to great.
- Anyone interested in learning more about great leadership, company culture and core values.

In this summary:

Chapter 1: Make the leap from good to great

Chapter 2: Transformations can be achieved with level 5 leadership

Chapter 3: Start with "who" and think about "what" later

Chapter 4: Believe in your vision even when you are confronted with brutal facts

Chapter 5: Find and follow a simple hedgehog concept

Chapter 6: Build a culture of discipline

Chapter 7: New technology can speed up the process

Chapter 8: A transition does not happen suddenly, but gradually

Chapter 9: Great companies are built to last

Chapter 10: Final Summary

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