

## Built To Last Successful Habits Of Visionary Companies Good To Great Book 2 English Edition By Jerry I Porras

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"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies." So write Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?" "What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter & Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.

**Internal visionary panies do not wait for the external world to tell or force them to change progress is stimulated by setting bhags big hairy and audacious goals bhags characteristics clear bold fall outside the fort zone built to last successful habits of visionary panies james c collins amp jerry i porras**

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**Doug ducey the ceo of cold stone creamery will never fet the first time he read built to last successful habits of visionary panies the management book by jim collins and jerry porras**

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**This is not a book about charismatic visionary leaders it is not about visionary product concepts or visionary products or visionary market insights nor is it about just having a corporate vision this is a book about something far more important enduring and substantial this is a book about visionary panies so write jim collins and jerry porras in this groundbreaking book that**

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visionary panies like marriott proctor amp gamble and walt disney whose success have lasted the test of time.

**Title built to last successful habits of visionary panies format paperback product dimensions 368 pages 8 x 5 31 x 0 83 in shipping dimensions 368 pages 8 x 5 31 x 0 83 in published june 24 2004 publisher harpercollins language english**

Built to last successful habits of visionary panies is a book written by jim collins and jerry i porras it outlines the results of a six year research project exploring what leads to enduringly great panies the first edition of the book was published on october 26 1994 by harperbusiness. Built to last successful habits of visionary panies built to last successful habits of visionary panies by jim collins mba 83 jerry i porras harpercollins publishers inc october 1994 organizational behavior drawing upon a 6 year research project at the stanford university graduate school of business. Built to last was an extremely thought provoking and eye opening read built to last studies some of the most successful called the leading panies and the following panies non leaders in an industry the research for this book produced surprising results for the authors and the reader.

**Built to last successful habits of visionary panies james collins amp jerry porras main theme the creation of a viable and successful pany anization which grows and prospers is the most impressive achievement in the business world**

Built to last pares panies within the same industry to see what makes one visionary and the other not so visionary it looks at several different industries this way the book acknowledges that there may be some flaws with its research but in the e so far in business there are three highly respected books written about research performed on businesses and what makes them successful. Built to last successful habits of visionary panies james charles collins jerry i porras drawing upon a six year research project at the stanford university graduate school of business james c collins and jerry i porras took eighteen truly exceptional and long lasting panies and studied each in direct parison to one of its top petitors.

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**Visionary panies pursue a cluster of objectives of which making money is only one and not necessarily the primary one jim collins built to last successful habits of visionary panies**

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creation visionary panies require great and charismatic leaders not required and can be detrimental to the panies long term prospects most successful panies exist first and foremost to maximize profits. The must read summary of james collins and jerry porras book built to last successful habits of visionary panies this plete summary of the ideas from james collins and jerry porras book built to last successful habits of visionary panies shows that the most impressive achievement in the world of business is the creation of a viable and successful pany.

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