

## Good To Great: Why Some Companies Make The Leap And Others Don't

In *The Five Dysfunctions of a Team* Patrick Lencioni once again offers a leadership fable that is as enthralling and instructive as his first two best-selling books, *The Five Temptations of a CEO* and *The Four Obsessions of an Extraordinary Executive*. This time, he turns his keen intellect and storytelling power to the fascinating, complex world of teams. Kathryn Petersen, Decision Tech's CEO, faces the ultimate leadership crisis: Uniting a team in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's utterly gripping tale serves as a timeless reminder that leadership requires as much courage as it does insight. Throughout the story, Lencioni reveals the five dysfunctions which go to the very heart of why teams even the best ones often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. Just as with his other books, Lencioni has written a compelling fable with a powerful yet deceptively simple message for all those who strive to be exceptional team leaders.

According to author John Green, *The Fault In Our Stars* was inspired by his friendship with Esther Earl, who "redefined the process of dying young for me." (December 2012 Good Reads interview, [http://www.goodreads.com/interviews/show/828.John\\_Green](http://www.goodreads.com/interviews/show/828.John_Green)). He cautions his readers not to take the novel too literally however, stating that he doesn't "want people conflating Esther with Hazel (they're very different), and it's extremely important to me that I not claim to be telling Esther's story. Esther's story belongs to Esther and to her family." (John Green's tumblr, August 2, 2012 <http://fishingboatproceeds.tumblr.com/post/28557373623/everybody-was-told-to-make-a-funny-face-but-i>). Esther's story is told in the 2014 posthumous memoir *This Star Won't Go Out : the Life and Words of Esther Grace Earl*.

\*\*\* Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year \*\*\* It's time to do things differently. Trust your team. Be radically honest. And never, ever try to please your boss. These are some of the ground rules if you work at Netflix. They are part of a unique cultural experiment that explains how the company has transformed itself at lightning speed from a DVD mail order service into a streaming superpower - with 190 million fervent subscribers and a market capitalisation that rivals the likes of Disney. Finally Reed Hastings, Netflix Chairman and CEO, is sharing the secrets that have revolutionised the entertainment and tech industries. With INSEAD business school professor Erin Meyer, he will explore his leadership philosophy - which begins by rejecting the accepted beliefs under which most companies operate - and how it plays out in practice at Netflix. From unlimited holidays to abolishing approvals, Netflix offers a fundamentally different way to run any organisation, one far more in tune with an ever-changing fast-paced world. For anyone interested in creativity, productivity and innovation, the Netflix culture is something close to a holy grail. This book will make it, and its creator, fully accessible for the first time.

*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 benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

And why Some Companies Never Give in

No Angel

Be Obsessed or Be Average

What You Must Do to Increase the Value of Your Growing Firm

Great by Choice

Beyond Entrepreneurship 2.0

From Jim Collins, the most influential business thinker of our era, comes an ambitious upgrade of his classic, *Beyond Entrepreneurship*, that includes all-new findings and world-changing insights. What's the roadmap to create a company that not only survives its infancy but thrives, changing the world for decades to come? Nine years before the publication of his epochal bestseller *Good to Great*, Jim Collins and his mentor, Bill Lazier, answered this question in their bestselling book, *Beyond Entrepreneurship*. *Beyond Entrepreneurship* left a definitive mark on the business community, influencing the young pioneers who were, at that time, creating the technology revolution that was birthing in Silicon Valley. Decades later, successive generations of entrepreneurs still turn to the strategies outlined in *Beyond Entrepreneurship* to answer the most pressing business questions. BE 2.0 is a new and improved version of the book that Jim Collins and Bill Lazier wrote years ago. In BE 2.0, Jim Collins honors his mentor, Bill Lazier, who passed away in 2005, and reexamines the original text of *Beyond Entrepreneurship* with his 2020 perspective. The book includes the original text of *Beyond*

Entrepreneurship, as well as four new chapters and fifteen new essays. BE 2.0 pulls together the key concepts across Collins' thirty years of research into one integrated framework called The Map. The result is a singular reading experience, which presents a unified vision of company creation that will fascinate not only Jim's millions of dedicated readers worldwide, but also introduce a new generation to his remarkable work.

\_\_\_\_\_ \*From the author of the multi-million-copy bestseller Good to Great\* 'No matter what your walk of life, no matter how big or small your enterprise, no matter whether it's for-profit or nonprofit, no matter whether you're CEO or a unit leader, the question stands, How does your flywheel turn?' – JIM COLLINS \_\_\_\_\_ The key to business success is not a single innovation or one plan. It is the act of turning the flywheel, slowly gaining momentum and eventually reaching a breakthrough. Building upon the flywheel concept introduced in his groundbreaking classic Good to Great, Jim Collins teaches readers how to create their own flywheel, how to accelerate the flywheel's momentum, and how to stay on the flywheel in shifting markets and during times of turbulence. Combining research from his Good to Great labs and case studies from organisations like Amazon, Vanguard, and the Cleveland Clinic which have turned their flywheels with outstanding results, Collins demonstrates that successful organisations can disrupt the world around them – and reach unprecedented success – by employing the flywheel concept.

"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.

PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Good to Great by Jim Collins | Key Takeaways, Analysis & Review Preview: What does it take to make something--an activity, a work of art, a company--great? What are the factors that distinguish the merely good from the truly great? In Good to Great: Why Some Companies Make the Leap...And Others Don't, Jim Collins offers insight into what makes a business truly great... Inside this Instaread of Good to Great: Overview of the book Important People Key Takeaways Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience.

Working Across Boundaries

A Monograph to Accompany Good to Great

Summary of Good to Great

The 11 Gaps Every Business Needs to Close and the Secrets to Closing Them Quickly

Turning Your Business into an Enduring Great Company

Hardball

The Communication Secrets to Get From Good to Great

Controversial and iconoclastic, a veteran corporate manager and business school professor exposes the dangerous myths, fantasies, and delusions that pervade much of the business world today.

How to apply the latest developments in psychology and neurology for better fundraising and influencing skills Leading fundraising expert Bernard Ross offers an alternative yet effective model for asking and influencing potential donors and peers, using the latest techniques developed in the neural and psychological sciences. He shows individuals how to make a compelling ask to mid- and high-value donors, win board members over to a new campaign strategy, convince reluctant colleagues to commit to their ideas, and confidently handle the objections of a skeptical venture philanthropist. Bernard Ross and Clare Segal (London, UK) are Directors of the Management Centre, the United Kingdom's largest nonprofit management consultancy and training organization.

Fintan O'Toole - Ireland's leading public intellectual and author of Heroic Failure - tells a history of Ireland in his own time.

The "platform model" is transforming business, making creativity the last sustainable advantage. The Age of Ideas explores the implications of the new paradigm, offering a practical and inspirational framework to help you discover your inner purpose and turn it into a fulfilled, empowered existence. A landmark work on modern entrepreneurship.

The Hedgehog and the Fox

. . . and the Eight Other Business Delusions That Deceive Managers

Hacking Leadership

We Don't Know Ourselves

Good to Great to Gone

Turning Your Business Into an Enduring Great Company

Eating the Big Fish

**'I'm no angel.'** *Bernie Ecclestone Born into poverty, Bernie Ecclestone has made himself a billionaire by developing the world's second most popular sport - Formula One racing. Private, mysterious and some say sinister, the eighty-year-old criss-crosses the globe in his private jet, mixing with celebrities, statesmen and sporting heroes. His success is not just in creating a multibillion-pound global business but in resisting repeated attempts to snatch the glittering prize from his control. Ecclestone has never before revealed how he graduated from selling second-hand cars in London's notorious Warren Street to become the major player he is today. He has finally decided to reveal his secrets: the deals, the marriages, the disasters and the successes in Formula One racing, in Downing Street, in casinos, on yachts and in the air. Surprisingly, he has granted access to his inner circle to Tom Bower, described by Ecclestone as 'The Undertaker' - the man who buries reputations - and has given him access to all his friends and enemies. All have been told by Ecclestone, 'Tell him the truth, good or bad.'* *No Angel is a classic rags-to-riches story, the unique portrayal of a unique man and an intriguing insight into Formula One racing, business and the human spirit. Tom Bower is the author of nineteen books, including biographies of Robert Maxwell, Mohamed Fayed, Gordon Brown, Richard Branson, Conrad Black and more recently, Simon Cowell.*

*In a hierarchy, every employee rises to the level of their own incompetence. This simple maxim, defined by this classic book over 40 years ago, has become a beacon of truth in the world of work. From the civil service to multinational companies to hospital management, it explains why things constantly go wrong: promotion up a hierarchy inevitably leads to over-promotion and incompetence. Through barbed anecdotes and wry humour the authors define the problem and show how anyone, whether at the top or bottom of the career ladder, can avoid its pitfalls. Or, indeed, avoid promotion entirely!*

*Decline can be avoided. Decline can be detected. Decline can be reversed. Amidst the desolate landscape of fallen great companies, Jim Collins began to wonder: How do the mighty fall? Can decline be detected early and avoided?*

*Working Across Boundaries is a practical guide for non-profit and government professionals who want to learn the techniques and strategies of successful collaboration. Written by Russell M. Linden, one of the most widely recognized experts in organizational change, this no nonsense book shows how to make collaboration work in the real world. It offers practitioners a framework for developing collaborative relationships and shows them how to adopt strategies that have proven to be successful with a wide range of organizations. Filled with in-depth case studies—including a particularly challenging case in which police officers and social workers overcome the inherent differences in their cultures to help abused children—the book clearly shows how organizations have dealt with the hard issues of collaboration. Working Across Boundaries includes information on how to select potential partners Guidelines for determining what kinds of projects lend themselves to collaboration and which do not Suggestions on how to avoid common pitfalls of collaboration Strategies proven to work consistently The phases most collaborative projects go through The nature of collaborative leadership*

*Turning Goals into Results (Harvard Business Review Classics)*

*The Five Dysfunctions of a Team*

*BE 2.0 (Beyond Entrepreneurship 2.0)*

*No Rules Rules*

*A Leadership Fable*

*A Personal History of Ireland Since 1958*

*Built to Last*

*EATING THE BIG FISH : How Challenger Brands Can Compete Against Brand Leaders, Second Edition, Revised and Expanded The second edition of the international bestseller, now revised and updated for 2009, just in time for the business challenges ahead. It contains over 25 new interviews and case histories, two completely new chapters, introduces a new typology of 12 different kinds of*

*Challengers*, has extensive updates of the main chapters, a range of new exercises, supplies weblinks to view interviews online and offers supplementary downloadable information.

**NEARLY THIRTY YEARS AGO**, Stanford University faculty members Jim Collins and Bill Lazier showed you how to turn an entrepreneurial business into an enduring great company. *Beyond Entrepreneurship* became a leadership staple, particularly among small and early-stage companies. And while Collins would go on to write a series of famous bestsellers that have sold more than ten million copies worldwide, this lesser-known early work remains the favourite of many of his loyal readers. Now, with *Beyond Entrepreneurship 2.0*, Collins re-shares the timeless insights in *Beyond Entrepreneurship* alongside new perspectives gleaned after decades of additional research into what makes great companies tick. In *Beyond Entrepreneurship 2.0*, you'll learn how to turn your company into the 2.0 version of itself. You'll be challenged to grow your own leadership as your company grows, from 1x to 2x to 5x to 10x. You'll learn Collins's newest reflections on people decisions, insights that extend beyond his seminal "first who" principle about getting the right people on the bus. You'll learn why luck favours the persistent, and what it means to look for "who luck." You'll learn about the origins of the "BHAG" (Big Hairy Audacious Goal), and why even a small business needs a galvanising BHAG to have a complete and inspiring vision. You'll also unlock what Collins calls "The Map." The Map is a road map that pulls together the key concepts developed from thirty years of research and writing into one integrated framework for building a company that delivers superior results, makes a distinctive impact, and achieves lasting endurance. Finally, you'll learn the lessons that Jim Collins himself learned from the most influential mentor in his life, Bill Lazier. *Beyond Entrepreneurship 2.0* is the ambitious upgrade to a classic. In *Beyond Entrepreneurship 2.0*, you'll discover that the goal to turn your business into an enduring great company is as relevant - and as within your reach - as ever.

A revised, enlarged, and updated edition of this authoritative and entertaining reference book —named the #2 essential home library reference book by the Wall Street Journal “Shapiro does original research, earning [this] volume a place on the quotation shelf next to Bartlett's and Oxford's.”—William Safire, *New York Times Magazine* (on the original edition) “A quotations book with footnotes that are as fascinating to read as the quotes themselves.”—Arthur Spiegelman, *Washington Post Book World* (on the original edition) Updated to include more than a thousand new quotations, this reader-friendly volume contains over twelve thousand famous quotations, arranged alphabetically by author and sourced from literature, history, popular culture, sports, digital culture, science, politics, law, the social sciences, and all other aspects of human activity. Contemporaries added to this edition include Beyoncé, Sandra Cisneros, James Comey, Drake, Louise Glück, LeBron James, Brett Kavanaugh, Lady Gaga, Lin-Manuel Miranda, Barack Obama, John Oliver, Nancy Pelosi, Vladimir Putin, Bernie Sanders, Donald Trump, and David Foster Wallace. The volume also reflects path-breaking recent research resulting in the updating of quotations from the first edition with more accurate wording or attribution. It has also incorporated noncontemporary quotations that have become relevant to the present day. In addition, *The New Yale Book of Quotations* reveals the striking fact that women originated many familiar quotations, yet their roles have been forgotten and their verbal inventions have often been credited to prominent men instead. This book's quotations, annotations, extensive cross-references, and large keyword index will satisfy both the reader who seeks specific information and the curious browser who appreciates an amble through entertaining pages.

The masterly essay on Tolstoy's view of history, in which Sir Isaiah underlines a fundamental distinction between those people (foxes) who are fascinated by the infinite variety of things and those (hedgehogs) who relate everything to a central, all-embracing system. This little book is so entertaining, as well as acute, that the reader hardly notices that it is learned too. --Arnold Toynbee

*The Power of Catalytic Mechanisms*

*Turning the Flywheel*

*Using the Psychology of Persuasion to Achieve Outstanding Results*

*The Halo Effect*

*Why Now Is the Time to #Join the Ride*

*The Extraordinary Presidency of an Ordinary Man, 1945-1953*

*Why Things Always Go Wrong*

Winner of the International Book Awards for General Business Winner of the Readers' Favorite International Book Award for Non-Fiction Business It's been over a decade since Verne Harnish's best-selling book *Mastering the Rockefeller Habits* was first released. *Scaling Up* (*Rockefeller Habits 2.0*) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. *Scaling Up* focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$10 million, \$100 million, and \$1 billion and beyond - while enjoying the climb!

*Hacking Leadership* is Mike Myatt's latest leadership book written for leaders at every level. Leadership isn't broken, but how it's currently being practiced certainly is. Everyone has blind spots. The purpose of *Hacking Leadership* is to equip leaders at every level with an actionable framework to identify blind spots and close leadership gaps. The bulk of the book is based on actionable, topical leadership and management hacks to bridge eleven gaps every business needs to cross in order to create a culture of leadership: leadership, purpose, future, mediocrity, culture, talent, knowledge, innovation, expectation, complexity, and failure. Each chapter: Gives readers specific techniques to identify, understand, and most importantly, implement individual, team and organizational leadership hacks. Addresses blind spots and leverage points most leaders and managers haven't thought about, which left unaddressed, will adversely impact growth, development, and performance. All leaders have blind-spots (gaps), which often go undetected for years or decades, and sadly, even when identified the methods for dealing with them are outdated and ineffective -- they need to be hacked. Showcases case studies from the author's consulting practice, serving as a confidant with more than 150 public company CEOs. Some of those corporate clients include: AT&T, Bank of America, Deloitte, EMC, Humana, IBM, JP Morgan Chase, Merrill Lynch, PepsiCo, and other leading global brands. *Hacking Leadership* offers a fresh perspective that makes it easy for leaders to create a roadmap to identify, refine, develop, and achieve their leadership potential--and to create a more effective business that is financially solvent and professionally desirable.

Jeffrey Frank, author of the bestselling *Ike and Dick*, returns with the first full account of the Truman presidency in nearly thirty years, recounting how so ordinary a man met the extraordinary challenge of

leading America through the pivotal years of the mid-20th century. The nearly eight years of Harry Truman's presidency—among the most turbulent in American history—were marked by victory in the wars against Germany and Japan; the first use of an atomic weapon; the beginning of the Cold War; creation of the NATO alliance; the founding of the United Nations; the Marshall Plan to rebuild the wreckage of postwar Europe; the Red Scare; and the fateful decision to commit troops to fight in Korea. Historians have tended to portray Truman as stolid and decisive, with a homespun manner, but the man who emerges in *The Trials of Harry S. Truman* is complex and surprising. He believed that the point of public service was to improve the lives of one's fellow citizens, and was disturbed by the brutal treatment of African Americans. Yet while he supported stronger civil rights laws, he never quite relinquished the deep-rooted outlook of someone with Confederate ancestry reared in rural Missouri. He was often carried along by the rush of events and guided by men who succeeded in refining his fixed and facile view of the postwar world. And while he prided himself on his Midwestern rationality, he could act out of emotion, as when, in the aftermath of World War II, moved by the plight of refugees, he pushed to recognize the new state of Israel. The Truman who emerges in these pages is a man with generous impulses, loyal to friends and family, and blessed with keen political instincts, but insecure, quick to anger, and prone to hasty decisions. Archival discoveries, and research that led from Missouri to Washington, Berlin and Korea, have contributed to an indelible, and deeply human, portrait of an ordinary man suddenly forced to shoulder extraordinary responsibilities, who never lost a schoolboy's romantic love for his country, and its Constitution.

From the Man Booker-shortlisted author of *Mister Pip* comes a poetic, dreamlike novel for fans of Max Porter's *Lanny* and the works of George Saunders.

Why Some Companies Make the Leap...And Others Don't

How the Mighty Fall

There are No Rules

Why Some Companies Make the Leap--and Others Don't

My Autobiography

Making Collaboration Work in Government and Nonprofit Organizations

The Trials of Harry S. Truman

#1 New York Times Bestseller Best Books of 2018 --*The Economist* A personal and urgent examination of Fascism in the twentieth century and how its legacy shapes today's world, written by one of America's most admired public servants, the first woman to serve as U.S. secretary of state Madeleine Albright, "is someone who claims to speak for a whole nation or group, is utterly unconcerned with the rights of others, and is willing to use violence and whatever other means are necessary to achieve the goals he or she might have." The twentieth century was defined by the clash between democracy and Fascism, a struggle that created uncertainty about the survival of human freedom and left millions dead. Given the horrors of that experience, one might expect the world to reject the spiritual successors to Hitler and Mussolini should they arise in our era. In *Fascism: A Warning*, Madeleine Albright draws on her experiences as a child in war-torn Europe and her distinguished career as a diplomat to question that assumption. Fascism, as she shows, not only endured through the twentieth century but now presents a more virulent threat to peace and justice than at any time since the end of World War II. The momentum toward democracy that swept the world when the Berlin Wall fell has gone into reverse. The United States, which historically championed the free world, is led by a president who exacerbates division and heaps scorn on democratic institutions. In many countries, economic, technological, and cultural factors are weakening the political center and empowering the extremes of right and left. Contemporary leaders such as Vladimir Putin and Kim Jong-un are employing many of the tactics used by Fascists in the 1920s and 30s. *Fascism: A Warning* is a book for our times that is relevant to all times. Written by someone who has not only studied history but helped to shape it, this call to arms teaches us the lessons we must understand and the questions we must answer if we are to save ourselves from repeating the tragic errors of the past.

From a Hackney council estate to the House of Lords, this is the extraordinary story of one of our greatest entrepreneurs. Alan Sugar was born in 1947 and brought up on a council estate in Clapton, in Hackney. As a kid he watched his dad struggle to support the family, never knowing from one week to the next if he'd have a job. It had a huge impact on him, fuelling a drive to succeed that was to earn him a sizeable personal fortune. Now he describes his amazing journey, from schoolboy enterprises like making and selling his own ginger beer to setting up his own company at nineteen; from Amstrad's groundbreaking ventures in hi-fi and computers, which made him the darling of the stock exchange, to the dark days when he nearly lost it all; from his pioneering deal with Rupert Murdoch to his boardroom battles at Tottenham Hotspur FC. In this compelling autobiography, he takes us into the world of *The Apprentice*, and describes his appointment as advisor to the government and elevation to the peerage. Like the man himself, *What You See Is What You Get* is forthright, funny and sometimes controversial.

If you head a small to mid-sized enterprise or one within a larger firm, here is a remarkable book that can help you build an extraordinary organization capable of long-term health and success. *Beyond Entrepreneurship* shows how to turn your business into an entity that "sustains high performance, rises to the status of role model, and remains great for generations," in the words of the authors. Step by step, Collins and Lazier reveal how to lay a foundation for greatness, while a company is still small and adaptable enough to fully embody the values of its leaders.

Drawing on their many years of first-hand experience working in private industry and serving as business consultants, Collins and Lazier cover all the essential aspects of attaining corporate greatness--supported by dozens of real-life examples of firms as diverse as Mrs. Fields Cookies, Continental Cablevision, and Giro Sport Design. In *Beyond Entrepreneurship* they provide tested ideas and methods for developing the most effective leadership style for your personality characteristics... and developing the 7 key elements of a leadership style to inspire real loyalty and dedication. Then, they move on to an often overlooked function of leadership: catalyzing a vision. Every great company has at its core a compelling vision. You'll discover a clear and useful framework for setting corporate vision--a framework that removes the confusion about this important and elusive topic, yet retains the "spark" that's an essential quality of a motivating and effective overall vision. Collins and Lazier also discuss and illustrate the four key principles of setting business strategy, and explain how to resolve critical strategic issues--like whether to lead a market or follow--faced by every small to mid-sized firm. The authors present a set of concepts and practical suggestions for stimulating creativity and keeping your company innovative

as it evolves. Finally, they spell out how to translate vision and strategy into effective business tactics, the day-to-day details of producing consistent excellence. Here is a comprehensive, how-to-do-it blue print for becoming the best in your industry; crafting an entity that's highly profitable and respected by people outside its walls.

**THE NEW QUESTION** Ten years after the worldwide bestseller *Good to Great*, Jim Collins returns with another groundbreaking work, this time to ask: Why do some companies thrive in uncertainty, even chaos, and others do not? Based on nine years of research, buttressed by rigorous analysis and infused with engaging stories, Collins and his colleague, Morten Hansen, enumerate the principles for building a truly great enterprise in unpredictable, tumultuous, and fast-moving times. **THE NEW STUDY** *Great by Choice* distinguishes itself from Collins's prior work by its focus not just on performance, but also on the type of unstable environments faced by leaders today. With a team of more than twenty researchers, Collins and Hansen studied companies that rose to greatness - beating their industry indexes by a minimum of ten times over fifteen years - in environments characterized by big forces and rapid shifts that leaders could not predict or control. The research team then contrasted these "10X companies" to a carefully selected set of comparison companies that failed to achieve greatness in similarly extreme environments. **THE NEW FINDINGS** The study results were full of provocative surprises. Such as: \* The best leaders were not more risk taking, more visionary, and more creative than the comparisons; they were more disciplined, more empirical, and more paranoid. \* Innovation by itself turns out not to be the trump card in a chaotic and uncertain world; more important is the ability to scale innovation, to blend creativity with discipline. \* Following the belief that leading in a "fast world" always requires "fast decisions" and "fast action" is a good way to get killed. \* The great companies changed less in reaction to a radically changing world than the comparison companies. The authors challenge conventional wisdom with thought-provoking, sticky, and supremely practical concepts. They include 10Xers; the 20 Mile March; Fire Bullets then Cannonballs; Leading above the Death Line; Zoom Out, Then Zoom In; and the SMaC Recipe. Finally, in the last chapter, Collins and Hansen present their most provocative and original analysis: defining, quantifying, and studying the role of luck. The great companies and the leaders who built them were not luckier than the comparisons, but they did get a higher Return on Luck. This book is classic Collins: contrarian, data driven, and uplifting. He and Hansen show convincingly that, even in a chaotic and uncertain world, greatness happens by choice, not by chance.

How to Unlock Your Creative Potential

How a Few Companies Make It... and Why the Rest Don't

Fascism: A Warning

Good to Great

Successful Habits of Visionary Companies

The Fish

How Challenger Brands Can Compete Against Brand Leaders

From the bestselling author of *Talk Like Ted* - how to get to master the art of persuasion. 'An easy-to-read and practical journey through personal development, plus tips on structuring the storytelling that is still considered key to connecting with other people and, crucially, with customers and investors in business.' *Financial Times* (Business Book of the Month) Ideas don't sell themselves. As the forces of globalization, automation, and artificial intelligence combine to disrupt every field, having a good idea isn't good enough. Mastering the ancient art of persuasion is the key to standing out, getting ahead, and achieving greatness in the modern world.

Communication is no longer a "soft" skill - it is the human edge that will make you unstoppable, irresistible, and irreplaceable - earning you that perfect rating, that fifth star. In *Five Stars*, you will learn: -The one skill billionaire Warren Buffett says will raise your value by 50 percent. -Why your job might fall into a category where 75 percent or more of your income relies on your ability to sell your idea. -How Airbnb's founders follow a classic 3-part formula shared by successful Hollywood movies. -Why you should speak in third-grade language to persuade adult listeners. -The one brain hack Steve Jobs, Leonardo da Vinci, and Picasso used to unlock their best ideas. In *Five Stars*, Carmine Gallo, bestselling author of *Talk Like TED*, breaks down how to apply Aristotle's formula of persuasion to inspire contemporary audiences. As the nature of work changes, and technology carries things across the globe in a moment, communication skills become more valuable - not less. Gallo interviews neuroscientists, economists, historians, billionaires, and business leaders of companies like Google, Nike, and Airbnb to show first-hand how they use their words to captivate your imagination and ignite your dreams. In the knowledge age - the information economy - you are only as valuable as your ideas. *Five Stars* is a book to help you bridge the gap between mediocrity and exceptionalism, and gain your competitive edge in the age of automation.

Rejecting the belief, common among politicians, that all would be well in society if only the public sector operated more like the private sector, author Jim Collins sets out a radically new approach to creating successful hospitals, police forces, universities, charities, and other non-profit-making organisations. In the process he rejects many deep-rooted assumptions: that somehow it's possible to measure social bodies in purely financial terms; that they can be managed like traditional businesses; that they can be transformed simply by throwing money at them. Instead he argues for radical new attitudes and strategies, using the analytical approach and clear thinking that lie at the heart of *Good to Great*.

We're all creative, but only some of us will be lucky enough to earn our living by it. Creativity isn't an occupation. It's a preoccupation. It invents, perfects and defines our world. It explains and entertains us. But what drives creativity? Inspires it? Sustains it? Written and delightfully illustrated by one of the leaders in creative thinking, 'Hegarty on Creativity' is insightful, stimulating, amusing and radical. This is one of the few books that can change your life.

Great companies stumble and fall when they lose it. Highfliers crash when a competitor notices they don't have it. Start-ups shut down if they can't develop it. "It" is a strategy so powerful and an execution-driven mindset so relentless that companies use it to gain more than just competitive advantage--they achieve an industry

dominance that is virtually unassailable and that competitors often try to explain away as unfair. In their "hardball manifesto," authors George Stalk and Rob Lachenauer of the leading strategy consulting firm The Boston Consulting Group show how hardball competitors can build or maintain an enviable competitive edge by pursuing one or more of the classic "hardball strategies": unleash massive and overwhelming force, exploit anomalies, devastate profit sanctuaries, raise competitors' costs, and break compromises. Based on 25 years of experience advising and observing a range of companies, the authors argue that hardball competitors can gain extreme competitive advantage--neutralizing, marginalizing, or even destroying competitors--without violating their contracts with customers or employees and without breaking the rules. A clear-eyed paean to the timeless strategies that have driven the world's winning companies, Hardball Strategy redefines and reinterprets the meaning of competition for a new generation of business players. George Stalk and Rob Lachenauer are directors of The Boston Consulting Group. Stalk is the author of Competing Against Time, the classic work on time-based competition.

The Age of Ideas

Beyond Entrepreneurship

Scaling Up

Hegarty on Creativity

Mastering the Rockefeller Habits

The 60 Year Rise and Fall of Circuit City

Good to Great and the Social Sectors

*Most executives have a big, hairy, audacious goal. But they install layers of stultifying bureaucracy that prevent them from realizing it. In this article, Jim Collins introduces the catalytic mechanism, a simple yet powerful managerial tool that helps turn lofty aspirations into reality. The crucial link between objectives and results, this tool is a galvanizing, nonbureaucratic way to turn one into the other. But the same catalytic mechanism that works in one organization won't necessarily work in another. So, to help readers get started, Collins offers some general principles that support the process of building one effectively. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.*

*What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches.*

*From the millionaire entrepreneur and New York Times bestselling author of The 10X Rule comes a bold and contrarian wake-up call for anyone truly ready for success. One of the 7 best motivational books of 2016, according to Inc. Magazine. Before Grant Cardone built five successful companies (and counting), became a multimillionaire, and wrote bestselling books... he was broke, jobless, and drug-addicted. Grant had grown up with big dreams, but friends and family told him to be more reasonable and less demanding. If he played by the rules, they said, he could enjoy everyone else's version of middle class success. But when he tried it their way, he hit rock bottom. Then he tried the opposite approach. He said NO to the haters and naysayers and said YES to his burning, outrageous, animal obsession. He reclaimed his obsession with wanting to be a business rock star, a super salesman, a huge philanthropist. He wanted to live in a mansion and even own an airplane. Obsession made all of his wildest dreams come true. And it can help you achieve massive success too. As Grant says, we're in the middle of an epidemic of average. The conventional wisdom is to seek balance and take it easy. But that has really just given us an excuse to be unexceptional. If you want real success, you have to know how to harness your obsession to rocket to the top. This book will give you the inspiration and tools to break out of your cocoon of mediocrity and achieve your craziest dreams. Grant will teach you how to:*

- Set crazy goals--and reach them, every single day.
- Feed the beast: when you value money and spend it on the right things, you get more of it.
- Shut down the doubters--and use your haters as fuel. Whether you're a sales person, small business owner, or 9-to-5 working stiff, your path to happiness runs through your obsessions. It's a simple choice: be obsessed or be average.

*Chronicling his 13 years as CEO of Circuit City during its most successful time and sharing his insightful analysis of its downfall, Alan Wurtzel imparts a wisdom that is a must-read for anyone even remotely interested in business. "Good to Great to Gone illustrates the vital importance of listening to your customers. Without them your company has nothing." --Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. How did Circuit City go from a Mom and Pop store with a mere \$13,000 investment, to the best performing Fortune 500 Company for any 15-year period between 1965 and 1995, to bankruptcy and liquidation in 2009? What must leaders do not only to take a business from good to great, but to avoid plummeting from great to gone in a constantly evolving marketplace? For almost 50 years, Circuit City was able to successfully navigate the constant changes in the consumer electronics marketplace and meet consumer demand and taste preferences. But with the company's subsequent decline and ultimate demise in 2009, former CEO Alan Wurtzel has the rare perspective of a company insider in the role of an outsider looking in. Believing that*

there is no singular formula for strategy, Wurtzel emphasizes the "Habits of Mind" that influence critical management decisions. With key takeaways at the end of each chapter, Wurtzel offers advice and guidance to ensure any business stays on track, even in the wake of disruption, a changing consumer landscape, and new competitors. Part social history, part cautionary tale, and part business strategy guide, *Good to Great to Gone: The 60 Year Rise and Fall of Circuit City* features a memorable story with critical leadership lessons.

*Are You Playing to Play or Playing to Win?*

*Five Stars*

*Why Some Companies Make the Leap...and Others Don't*

*The Peter Principle*

*The Influential Fundraiser*

*Netflix and the Culture of Reinvention*

*The New Yale Book of Quotations*

*"The entrepreneur roller coaster: why now is the time to #JoinTheRide, will prepare you for the wild ride of entrepreneurship. It will warn you (of forthcoming fears, doubts, and the self-defeating conditioning of your upbringing and past), inoculate you (from the naysayers, dream-stealers, and pains of rejection and failure), and guide you (as you build those under-developed skills of independence, self-motivation, and self-accountability) safely past the landmines that blow up and cause the failure of 66 percent of all new businesses. You will learn the best strategies Darren has ever collected from the most successful people on the planet, covering the four essential skills necessary for entrepreneurial success: Sales, Recruiting, Leadership, and Productivity"--Amazon.com*

*Good to Great Why Some Companies Make the Leap...And Others Don't Harper Collins*

*Can a good company become a great one and, if so, how? After a five-year research project, Collins concludes that good to great can and does happen. In this book, he uncovers the underlying variables that enable any type of organization to*

*The Entrepreneur Roller Coaster*

*What You See Is What You Get*

*Uncertainty, Chaos and Luck - Why Some Thrive Despite Them All*

*The Fault in Our Stars*

*An Essay on Tolstoy's View of History*

*Why Some Companies Make the Leap ... and Others Don't*

*The Secret Life of Bernie Ecclestone*