

Jim Collins Built To Last Successful Habits of Visionary Companies Summary: Successful Habits of Visionary Companies Summary



This is a Summary of Jim Collins and Jerry Porras Built To Last: Successful Habits of Visionary Companies 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 companies and studied each 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 the comparison companies and what were the common practices these enduringly great companies followed throughout their history? 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 21st century and beyond. Available in a variety of formats, this summary is aimed for those who want to capture the gist of the book but dont have the current time to devour all 368 pages. You get the main summary along with all of the benefits and lessons the actual book has to offer. This is a summary that is not intended to be used without reference to the original book.

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