

Download Built To Last Successful Habits Of Visionary Companies

Built to Last: Successful Habits of Visionary Companies (Good to Great) [Jim Collins, Jerry I Porras] on Amazon.com. *FREE* shipping on qualifying offers. 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 ...Built to Last Page 5 Shattered Myths • It takes a great idea to start a great company • Few started with a great idea; the company was the creation • Visionary companies require great and charismatic leaders • Not required and can be detrimental to the companies long term prospects • Most successful companies exist first and foremost to maximize profits" This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor i...Doug Ducey, the CEO of Cold Stone Creamery, will never forget the first time he read Built to Last: Successful Habits of Visionary Companies, the management book by Jim Collins and Jerry Porras ...