

# Good to Great: Summarized for Busy People (Business, Good to Great)

David Campbell, John Collins

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The best-seller "Good to Great" by Jim Collins reveals the secrets of the greatest companies in the world and how they can excel in a competitive and globalized world. He has done a great job bringing together the most important business and leadership techniques to make your company a great one! Still not everybody has the time to read 300 pages to grasp the fundamentals of the biggest companies worldwide, that is why I have already done the job for you and I have summarized the most important lessons from Good to Great by Jim Collins. Now you can start applying this powerful ideas in your company in no time at all!

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- First Who...Then What
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- The Hedgehog Concept (Simplicity Within the Three Circles)
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- Technology Accelerators
- The Flywheel and The Doom Loop
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