

# Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials)



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



Habits of Visionary Companies (Harper Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials): Jim Collins, Jerry I. Porras: æ'æ>,. Built to Last: Successful Habits of Visionary Companies (Harper Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) To differentiate my review from the myriad others, I try to relate it to churchÂ Built to Last: Successful Habits of Visionary Companies (Harper Built to Last: Successful Habits of Visionary Companies Harper Business Essentials: : James C. Collins, Jerry I. Porras, Jim Collins: Libros en idiomasÂ Built to Last: Successful Habits of Visionary Companies (Harper : Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials): Light shelving wear with minimal damage to cover andÂ Built to Last - Jim Collins, Jerry I. Porras - E-book Built to Last Successful Habits of Visionary Companies Harper Business Essentials paperback [Jim Collins] on . \*FREE\* shipping on qualifyingÂ Built to Last: Successful Habits of Visionary Companies (Harper Find helpful customer reviews and review ratings for Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) at . Built to Last: Successful Habits of Visionary Companies (Harper Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) eBook: Jim Collins, Jerry I. Porras: : Kindle Store. Built to Last: Successful Habits of Visionary Companies (Century Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) eBook: Jim Collins, Jerry I. Porras: : Kindle-Shop. Built to Last: Successful Habits of Visionary Companies (Harper Built to Last: Successful Habits of Visionary Companies is a book written by Jim edition of the book was published on October 26, 1994 by HarperBusiness. Built to Last: Successful Habits of Visionary Companies (Harper Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) eBook: Jim Collins, Jerry I. Porras: : Kindle Store. Built to Last: Successful Habits of Visionary Companies (Harper Buy Built To Last: Successful Habits of Visionary Companies by James Hardcover: 342 pages Publisher: Random House Business New Ed edition (1 Sept. Built to Last: Successful Habits of Visionary Companies Harper Jim Collins - Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) jetzt kaufen. ISBN: 9780060516406, Fremdsprachige BÃ¼cherÂ Built to Last: Successful Habits of Visionary Companies (Harper Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) eBook: Jim Collins, Jerry I. Porras: : Tienda Kindle. Built to Last: Successful Habits of Visionary Companies - AbeBooks Built to Last: Successful Habits of Visionary Companies (Century Business) [James C. Collins] on . \*FREE\* shipping on qualifying offers. Built to Last: Successful Habits of Visionary Companies - Jim Collins Built to Last: Successful Habits of Visionary Companies (Harper - Buy Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) book online at best prices in India on Amazon.in. Built to Last: Successful Habits of Visionary Companies (Harper The Paperback of the Built to Last: Successful Habits of Visionary Companies E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company . Publication date: 06/28/2004 Series: Harperbusiness Essentials SeriesÂ Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) eBook: Jim Collins, Jerry I. Porras: : Kindle Store. Built to Last: Successful Habits of Visionary Companies (Harper Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) [Kindle edition] by Jim Collins, Jerry I. Porras. Download it once and read itÂ Built To Last: Successful Habits of Visionary Companies: : Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) (9780060516406) by Jerry I. Porras JimÂ

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