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Good to Great: Why Some Companies Make the Leap... and Others Don't is a management book by Jim C. Collins that describes how companies transition from being good companies to great companies, and how most companies fail to make the transition. The book was published on October 16, 2001.

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Challenging Good to Great. A criticism of Good to Great, is that some of the great companies, featured in the book, are no longer great. However, Collins viewed and analyzed these companies as looking into the past. Therefore, making no claims as to their future success. Collins never claimed that these once great companies

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would always be great.

Book Review: Good to Great: Why Some Companies Make the ...

The absolute key thing to remember in this flywheel analogy is that each push on the flywheel builds on all the previous thousands of pushes and moves you one step closer to going from good to great.

Good to Great: Summary. The key takeaway from Good to Great is discipline. To go from a good organization to a great one you need disciplined people, disciplined thought, and disciplined action.

Disciplined people: means getting the right people and keeping them focused on excellence.

Book Summary: Good to Great by Jim Collins.

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Jim Collins - Articles - Good to Great

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Fannie Mae, praised as one of the banks to go Good to Great, has fallen into the trash heap since 2008 and has never recovered. This happened 7 years after the book was written. Circuit City, another Good to Great, doesn't even exist anymore, at least by name and as a brick-n-mortar store.

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