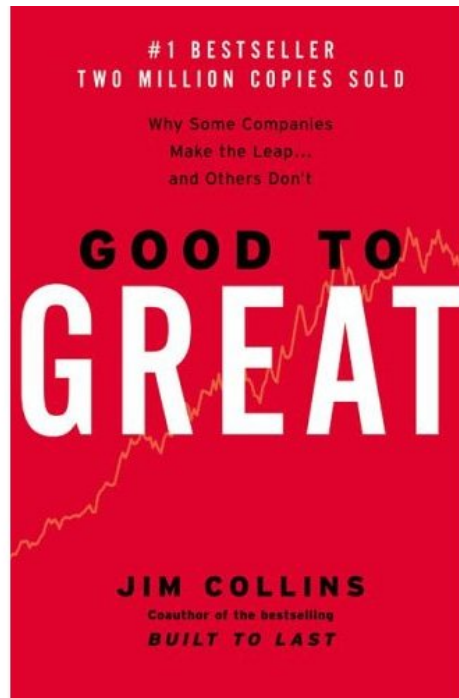


# GOOD TO GREAT

"Why Some Companies Make the Leap... and Others Don't"  
Jim Collins, co-author of 'Built to Last'  
Random House Business



Explore what goes into a company's transformation from mediocre to excellent. Based on hard evidence and volumes of data, the book author (Jim Collins) and his team uncover timeless principles on how the good-to-great companies like Abbott, Circuit City, Fannie Mae, Gillette, Kimberly-Clark, Kroger, Nucor, Philip Morris, Pitney Bowes, Walgreens, and Wells Fargo produced sustained great results and achieved enduring greatness, evolving into companies that were indeed 'Built to Last'.

Source: [BusinessSummaries.com](https://www.businesssummaries.com)