



Beyond Entrepreneurship: Turning Your Business Into an Enduring Great Company

James C. Collins, William C. Lazier

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This inspiring work provides entrepreneurs with building blocks to help their companies sustain high performance, play a leadership role in their industries, and remain great for generations. Includes plenty of real-world examples drawn from Nike, L.L. Bean, Wal-Mart, Federal Express, and other success stories.

Beyond Entrepreneurship: Turning Your Business Into an Enduring Great Company Details

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From Reader Review Beyond Entrepreneurship: Turning Your Business Into an Enduring Great Company for online ebook

Vic Villegas says

Found this book very valuable for my small team of new leaders trying to create a vision for the first time.

Andrew Montalenti says

Though Jim Collins went on to write "Good to Great" for a much bigger audience, this book, a precursor, was written specifically for entrepreneurs scaling from a handful of employees to tens, or hundreds. The title of the book thus makes more sense as you complete it: "entrepreneurship" is about discovering a business model that survives harsh market realities, whereas "beyond entrepreneurship" is the creation of a lasting, sustainable company. This is the focus of the book: how to get beyond survival and toward sustainable growth. I read this book because Reed Hastings said it was one of his favorite business books, and when I completed the book, I felt the same way.

Patricia says

Although written in the early 90's, I believe the concepts provided are still relevant today. This book communicates very simply and easily how a business can turn into a great company, by focusing on 5 key areas; leadership, a company's vision, creating a strategy, being innovative & tactical excellence. I found this book didn't provide 'new' concepts but provided a deeper perspective on known concepts, which is rarely communicated within books.

Brett Nocerini says

Reed Hastings #1 rec for CEO's = first 2 chapters

Trulydivyn says

Jim is family, of course he gets 5 stars from me!!

TarasProkopyuk says

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