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Great by Choice CD

Jim Collins, Morten T. Hansen

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The new question: Ten years after the worldwide bestseller *Good to Great*, Jim Collins returns to ask: Why do some companies thrive in uncertainty, even chaos, and others do not? In *Great by Choice*, Collins and his colleague, Morten T. Hansen, enumerate the principles for building a truly great enterprise in unpredictable, tumultuous, and fast-moving times.

The new study: *Great by Choice* distinguishes itself from Collins's prior work by its focus on the type of unstable environments faced by leaders today.

The new findings:

- The best leaders were more disciplined, more empirical, and more paranoid.
- Following the belief that leading in a "fast world" always requires "fast decisions" and "fast action" is a good way to get killed.
- The great companies changed less in reaction to a radically changing world than the comparison companies.

This book is classic Collins: contrarian, data-driven, and uplifting. He and Hansen show convincingly that, even in a chaotic and uncertain world, greatness happens by choice, not by chance.

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