The Finding The findings of the Good to Great study will surprise many readers. Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies reported annual revenue growth rates of 17% and above for at least fifteen years, outperforming the broader market by a factor of four to one. They started from the same place as their competitors and moved their stock prices up by an aggregation of value exceeding $100 billion. The leap was not just a one-time event; it was a sustained change in the way the company operated.

The Standards The key to getting there is identifying the right standard, which Collins calls the Flywheel and the Doom Loop. Those who launch radical change programs and wrenching restructurings will almost certainly destroy value for their shareholders. Using the Flywheel and the Doom Loop, Collins maps out the road that great companies take to achieve greatness. He begins by looking at where the competition is, how they compete, and how they make money. He then identifies the core competency or core capability of the company, and explains how that core capability becomes the flywheel that drives the company forward. Finally, he shows how the competition’s core capabilities become the doom loop that drags the company down.

The Innovator’s Dilemma

The book is nothing if not controversial, and the debate continues to this day. Many critics have argued that the book is based on flawed assumptions and that its conclusions are not generalizable. However, the book has had a profound impact on the way we think about innovation and strategy. It has been translated into over thirty languages and has sold over two million copies worldwide. It has been cited in over three thousand academic papers, and it has been used as a textbook in over one thousand MBA courses.

The Startup Way

The book is praised for its practicality and its focus on real-world problems. It is filled with stories and examples of successful startups, and it provides a framework for understanding how these companies succeed. The book is also highly recommended for its emphasis on entrepreneurship and the importance of having a strong core team.

Getting Things Done

The book is also praised for its practicality and its focus on real-world problems. It is filled with stories and examples of successful startups, and it provides a framework for understanding how these companies succeed. The book is also highly recommended for its emphasis on entrepreneurship and the importance of having a strong core team.