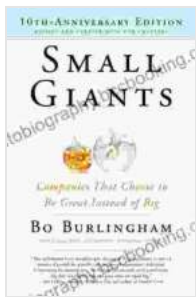


Companies That Choose to Be Great Instead of Big: 10th Anniversary Edition

By Jim Collins and Morten T. Hansen

In the business world, it's easy to get caught up in the pursuit of size and growth. But what if there was a better way? What if companies focused on becoming great instead of big? That's the premise of *Companies That Choose to Be Great Instead of Big*, a book by Jim Collins and Morten T. Hansen.



Small Giants: Companies That Choose to Be Great Instead of Big, 10th-Anniversary Edition by Bo Burlingham

★★★★☆ 4.6 out of 5

Language : English
File size : 1165 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 264 pages



In this 10th anniversary edition, Collins and Hansen revisit the concepts of greatness and provide new insights into what it takes to build a truly great company. They argue that greatness is not about size or growth, but about creating a company that is built to last. A great company is one that has a clear purpose, a strong culture, and a commitment to excellence.

Collins and Hansen identify eleven key characteristics of great companies. These characteristics include:

- **Level 5 leadership:** Great companies are led by Level 5 leaders who are humble, determined, and results-oriented.
- **First Who... Then What:** Great companies focus on getting the right people on the bus before they figure out where to drive it.
- **Confront the Brutal Facts:** Great companies are not afraid to face the harsh realities of their business.
- **The Hedgehog Concept:** Great companies understand their core strengths and focus on what they can do best.
- **A Culture of Discipline:** Great companies have a strong culture that emphasizes discipline and accountability.
- **Technology Accelerators:** Great companies use technology to accelerate their growth and innovation.
- **The Flywheel:** Great companies build momentum over time by consistently delivering on their promises.
- **Clock Building:** Great companies focus on building a strong foundation that will last for generations.
- **Preserve the Core/Stimulate Progress:** Great companies are able to preserve their core values while still adapting to change.
- **Good to Great and the Social Sectors:** Great companies can be found in all sectors, including the social sector.
- **Beyond the Numbers:** Great companies are not just about financial performance. They are also about creating a positive impact on the

world.

Companies That Choose to Be Great Instead of Big is a must-read for any business leader who wants to build a truly great company. Collins and Hansen provide a clear and concise roadmap for achieving greatness, and they offer plenty of real-world examples to illustrate their points. This book is a valuable resource for any entrepreneur or CEO who wants to create a company that will stand the test of time.

Praise for *Companies That Choose to Be Great Instead of Big*

"This book is a must-read for any business leader who wants to build a truly great company. Collins and Hansen provide a clear and concise roadmap for achieving greatness, and they offer plenty of real-world examples to illustrate their points." - Warren Buffett

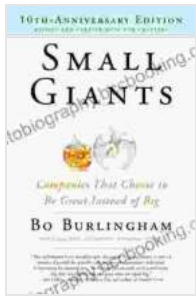
"This book is a classic. It's one of the most important books on business that I've ever read." - Bill Gates

"This book is a game-changer. It's a must-read for any entrepreneur or CEO who wants to create a company that will stand the test of time." - Richard Branson

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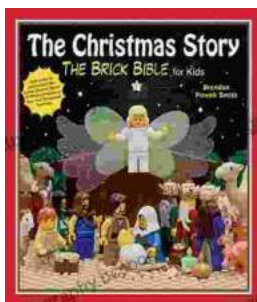
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