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## Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials)

*Jim Collins, Jerry I. Porras*

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**Jim Collins, Jerry I. Porras : Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials):

0 of 0 people found the following review helpful. An enduring reference guide for visionary leadership!By Dr. WoodCollins and Porras explain the common themes of some uncommon companies! The authors share those components that have driven a diverse range of organizations to endure and inform each of us as leaders to establish

habits and create structures to create our own visionary companies! How do we create not just a company, but a legacy that endures for generations? Get ready to explore and apply some inspirational and practical tools that make a difference. This one will be on your reference shelf for years to come! 0 of 0 people found the following review helpful. An Excellent Read for Leaders By L JI cannot recommend this book highly enough. While the content might seem dry, it has a wealth of information that anyone in any kind of leadership position should want to read. This was recommended to me by a colleague and I am pleased that I took their advice. 0 of 0 people found the following review helpful. A great book talking about great companies By Ken and Christy As a manager in a large company that is trying to reinvent itself, I found many parallels to both the visionary and non-visionary examples. The way the writers are able to generalize visionary company practices makes it practical for almost anyone in an organization.

"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies." So write Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?" What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, *Built to Last* provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.