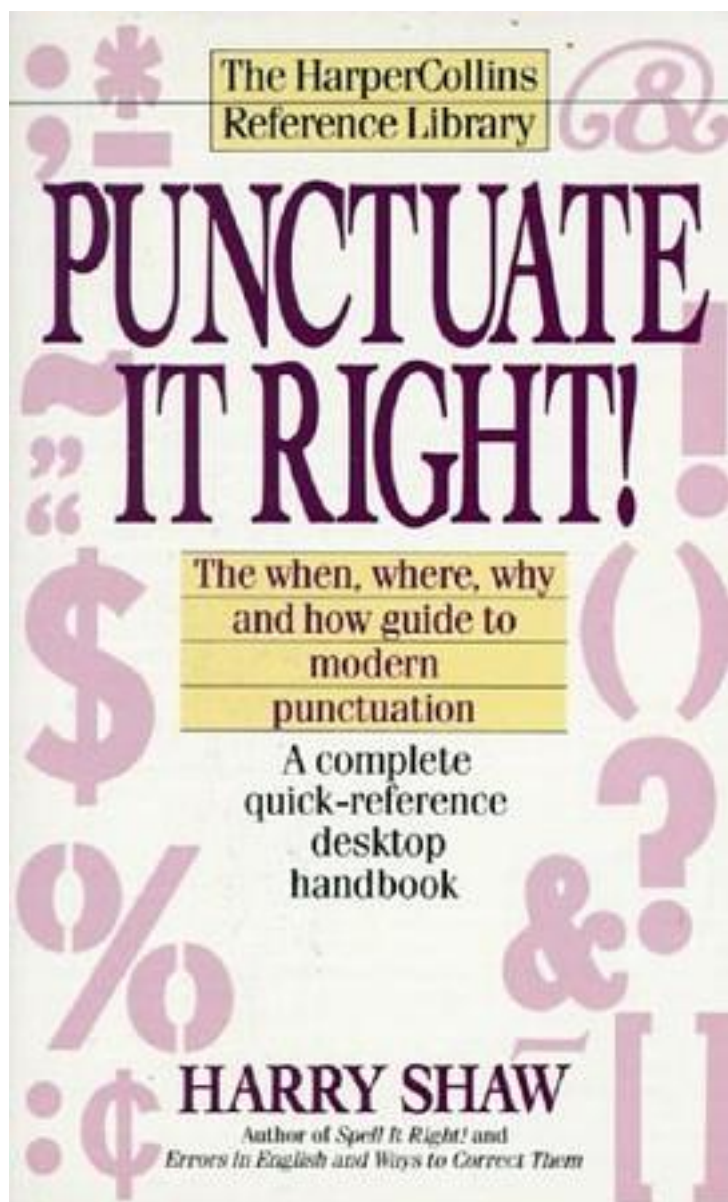


Punctuate It Right!



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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 in the 21st century and beyond. In Good to Great, the most widely anticipated management book of the year, Jim Collins presents nothing less than a recipe book on how to make a good company great. Following the success of his international blockbuster Built to Last, where he and co-author Jerry Porras discovered the secrets of companies that were outstanding at their founding and then sustained greatness, Collins wondered what could be done for the company that is good or mediocre at best? He questioned whether there have been companies that started weak and finished strong, and if so, what can be said about these companies that might help managers turn a mediocre organization into a great one? So Collins and his research team undertook a massive five year study of every company that has made the Fortune 500 since the advent of that listing in 1965, and has crafted a book as practical and insightful as BUILT TO LAST. This exclusive deluxe box set brings together the two most important business books of the last decade from Jim Collins, the leader in modern business theory.

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