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The author, Jim Collins, and his

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research team put together a list of “good to great” companies which were compared to the “comparison companies” in order to determine what separates the elite from the rest.

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come together, not only does your work move toward greatness, but so does your life. For, in the end, it is impossible to have a great life unless it is a meaningful life.

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To explain the psychological duality that the management teams of good-to-great companies showed, Collins describes a framework that he calls the Stockdale Paradox. The Paradox refers to Jim Stockdale, a US military officer in a prisoner-of-war camp during the Vietnam War. Stockdale led

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his fellow prisoners through an eight-year ordeal, doing everything he could to help them stay strong and to thwart the enemies' attempts to use the prisoners for propaganda.

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Jim Collins is the author of Good to Great, Built to Last and How the Mighty Fall.

Jim Collins

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Jim Collins is author or co-author of six books that have sold more than 10 million copies worldwide, including the bestsellers Good to Great, Built to Last, and How the Mighty Fall. Jim began his research and teaching career on the faculty at Stanford

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Graduate School of Business, where he received the Distinguished Teaching Award in 1992.

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Five years ago, Jim Collins asked the question, "Can a good company

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Ebook a great company and if so, how?" In Good to Great Collins, the author of Built to Last, concludes that it is possible, but finds there are no silver bullets. Collins and his team of researchers began their quest by sorting through a list of 1,435 companies, looking for those that

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