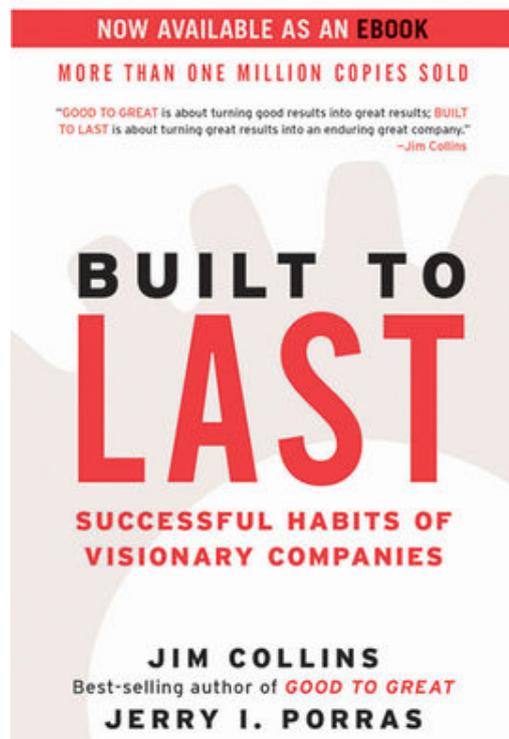


# Descargar libros Built to Last gratis (PDF | ePub | Mobi) Jim Collins & Jerry I. Porras DG Media



"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 outstanding 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.

**Title** : Built to Last

**Author** : Jim Collins & Jerry I. Porras  
:  
:  
:  
:  
:  
:  
**File Size** : 4.65MB

[Descargar libros Built to Last gratis \(PDF | ePub | Mobi\) Jim Collins & Jerry I. Porras DG Media](#)

# Descargar libros Built to Last gratis (PDF | ePub | Mobi) Jim Collins & Jerry I. Porras DG Media

[Descargar libros Built to Last gratis \(PDF | ePub | Mobi\) Jim Collins & Jerry I. Porras DG Media](#)

**BUILT TO LAST PDF** - Are you looking for eBook Built to Last PDF? You will be glad to know that right now Built to Last PDF is available on our online library. With our online resources, you can find Built to Last or just about any type of ebooks, for any type of product.

Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. Built to Last PDF may not make exciting reading, but Built to Last is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with Built to Last PDF and many other ebooks.

We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with Built to Last PDF. To get started finding Built to Last, you are right to find our website which has a comprehensive collection of manuals listed.

Our library is the biggest of these that have literally hundreds of thousands of different products represented. You will also see that there are specific sites catered to different product types or categories, brands or niches related with Applied Numerical Methods With Matlab Solution Manual 3rd Edition PDF. So depending on what exactly you are searching, you will be able to choose ebooks to suit your own needs.

Here is the access Download Page of BUILT TO LAST PDF, click this link to download or read online:

[Descargar libros Built to Last gratis \(PDF | ePub | Mobi\) Jim Collins & Jerry I. Porras DG Media](#)

# Los 1000 libros más populares [GRATIS]