BUILT TO LAST BY JAMES C COLLINS

'*Good to Great* is about turning good results into great results; *Built to Last* is about turning great results into an enduring great company.' JIM COLLINS

BUILT TO LAST
SUCCESSFUL HABITS OF VISIONARY COMPANIES

JIM COLLINS
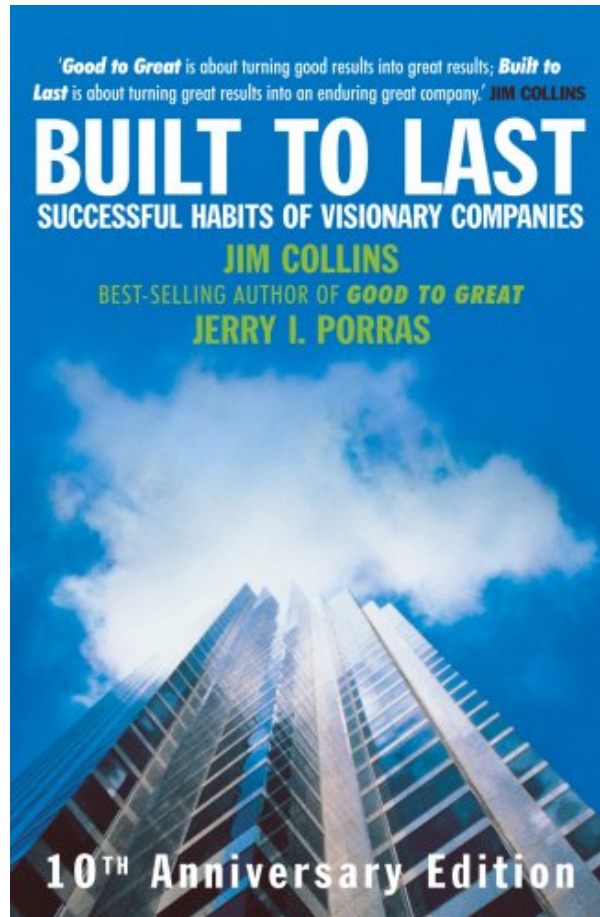BEST-SELLING AUTHOR OF *GOOD TO GREAT*
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10TH Anniversary Edition

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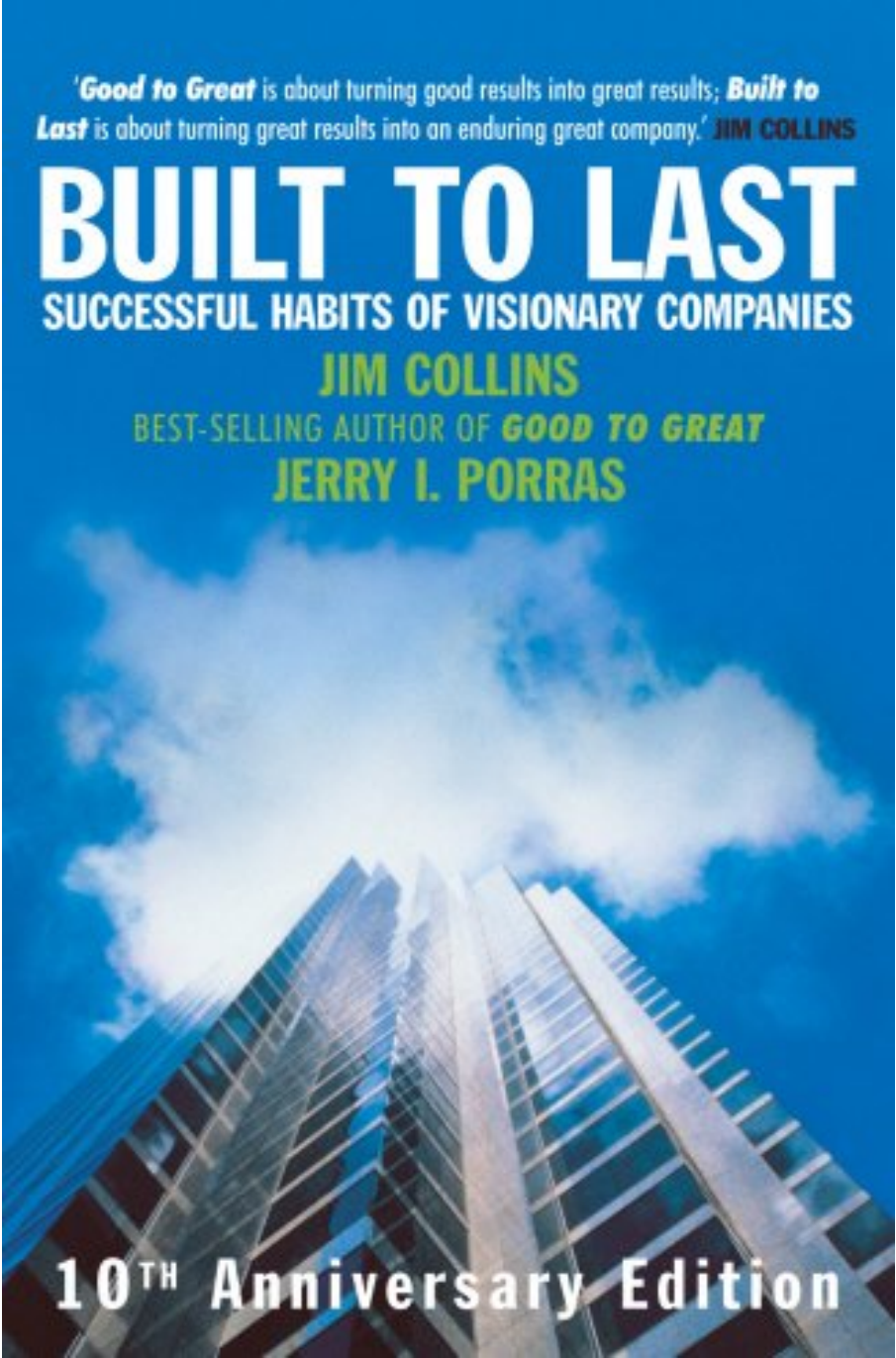
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Amazon.com Review
This analysis of what makes great companies great has been hailed everywhere as an instant classic and one of the best business titles since In Search of Excellence. The authors, James C. Collins and Jerry I. Porras, spent six years in research, and they freely admit that their own preconceptions about business success were devastated by their actual findings--along with the preconceptions of virtually everyone else.

Built to Last identifies 18 "visionary" companies and sets out to determine what's special about them. To get on the list, a company had to be world famous, have a stellar brand image, and be at least 50 years old. We're talking about companies that even a layperson knows to be, well, different: the Disneys, the Wal-Marts, the Mercks.

Whatever the key to the success of these companies, the key to the success of this book is that the authors don't waste time comparing them to business failures. Instead, they use a control group of "successful-but-second-rank" companies to highlight what's special about their 18 "visionary" picks. Thus Disney is compared to Columbia Pictures, Ford to GM, Hewlett Packard to Texas Instruments, and so on.

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Randy L. Abbott, Univ. of Evansville Lib., Ind.

From Booklist
No tables, charts, or obfuscatory language interfere with the presentation and development of consultants Collins and Porras' premise that visionary companies withstand tests of time and fads. On the basis of five years of research, they pinpoint six characteristics of the best American institutions: (1) premier in their industry, (2) widespread admiration from businesspeople, (3) multiple generations of CEOs, (4) an indelible imprint on society, (5) multiproduct (or multiservice) cycles, and (6) pre-1950 roots. The authors' findings confirm a few management theories but contest many others. More important, they demonstrate the hows of good management in detail, with readable case histories (IBM, Merck, Motorola, Walt Disney, among others) and studies of contrasting corporations, and they include guidelines for those striving for long-lasting success. Barbara Jacobs

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Learn the strategy of doing something from numerous resources. Among them is this publication entitle **Built To Last By James C Collins** It is a very well known publication Built To Last By James C Collins that can be referral to read currently. This recommended publication is among the all terrific Built To Last By James C Collins compilations that remain in this website. You will also find various other title as well as motifs from numerous writers to browse here.

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"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor even 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 James C. Collins and Jerry I. 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.

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2 of 2 people found the following review helpful.
this book will undoubtably inspire you to reach great heights.
By Joshua M.
[book:Built to Last: Successful Habits of Visionary Companies|4122] was one of the first business books I've ever read. At the time, as an aspiring entrepreneur, James C. Collins spoke volume to me and how I should structure an everlasting company. Written by two Stanford University's Graduate School of Business professors, the level of knowledge and experience they jointly possess will exceed your expectations. The main point of the book is to either identify your business as a "clock builder" or a "time teller." Time tellers focus on being the loudest and most disruptive companies, while clock builders are more reserved and focus on growth and preserving their core values for centuries into the future. As a well researched book might indicate, the authors provide a tremendous amount of detail on what makes companies such as Coca-Cola, Citi Bank, Wal-Mart, Walt Disney, Nordstrom, stand the test of time. These companies have been active in our lives for generations and they reveal exactly how they have endured, and how they will continue to endure for many generations to come. Whether you are an entrepreneur, owner, middle management or a salesmen, this book will undoubtably inspire you to reach great heights.

1 of 1 people found the following review helpful.
A Must Read for the CEO
By Edward J. Barton
Anyone tasked with the daunting responsibility of running an organization is faced with the challenge of culture. In the event that you are the "lucky" successor to a founder or a turn-around situation (my professional scenarios all have been in this realm), the task of what to do, where to go, and how to get there are huge - the culture is either well established, failing, and needs to change, or the culture may have been one of personality, facing a vacuum, and needs to be institutionalized. Collins and Porras look at a series of companies that have transcended this challenge and have developed a visionary culture that withstands the test of time.

Summarizing the basic themes:

* Be an architect and clock builder and design and develop a vision that stand the test of time
* Embrace the "Genius of AND." - do not accept difficult trade-offs and strive for the near impossible
* Preserve the core/stimulate progress - Develop, hone and ruthlessly protect core values, and innovate around that core
* Seek consistent alignment - Align all stakeholders to the vision of the organization and continue to insure alignment

Unlike some of the challenges faced by the companies chosen by Tom Peters in "In Search of Excellence", a 25 year run on Collins book finds many of his study subjects still in the forefront of their industries. Collins is definitely onto something, and is one of the more engaging writers of the genre. Definitely worth the read.

1 of 1 people found the following review helpful.
A truly painful, insanely repetitive read.
By oliver klein

Terrible book. Had to read and write about it for a class at school. It is the single most repetitive piece of writing I have come across. My suggestion is to read the first chapter, skim the middle nine chapters, and then read the last chapter. The concept behind each chapter is laid out in the first paragraph of the chapter and then the author spends 20 or so pages giving example after example. Largely a waste of time. The concepts themselves are reasonably interesting, but the book is dreadfully boring.

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