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Built to Last: Successful Habits of Visionary Companies is a book written by Jim Collins and Jerry I. Porras. It outlines the results of a six-year research project exploring what leads to enduringly great companies. The first edition of the book was published on October 26, 1994 by HarperBusiness.

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Free download or read online Built to Last: Successful Habits of Visionary Companies pdf (ePUB) book. The first edition of the novel was published in September 16th 1994, and was written by James C. Collins. The book was published in multiple languages including English, consists of 368 pages and is available in Hardcover format.

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start a great company • Few started with a great idea; the company was the creation • Visionary companies require great and charismatic leaders • Not required and can be detrimental to the companies long term prospects • Most successful companies exist first and foremost to maximize profits

“Built to Last” Successful habits of Visionary Companies

Jim Collins is the co-author of Built to Last: Successful Habits of Visionary Companies and has authored three other books along with a slew of articles featured in Fortune Magazine, Business Week, and the Wall Street Journal.

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for Built to Last to our publisher. Like all authors, we had hopes and dreams for the book, but never dared allow these hopes to become predictions. We knew that for every successful book, ten or twenty equally good (or better) works languish in obscurity. Two years later, as we write this introduction to the paperback edition, we

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Built to Last - HarperCollins

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