

# Good To Great Why Some Companies Make The Leap And Others Dont

Good to Great: Why Some Companies Make the Leap...and ... Challenging Good to Great. A criticism of Good to Great, is that some of the great companies, featured in the book, are no longer great. However, Collins viewed and analyzed these companies as looking into the past. Therefore, making no claims as to their future success. Collins never claimed that these once great companies would always be great.

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