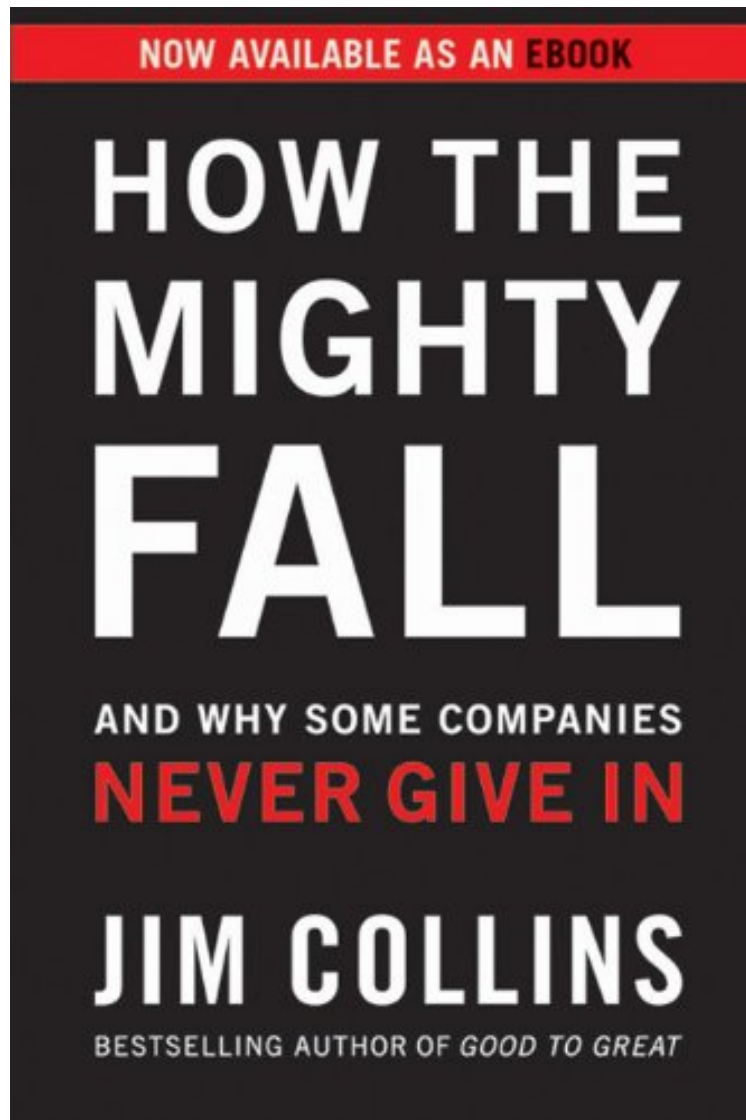


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How the Mighty Fall: And Why Some Companies Never Give In

Jim Collins

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companies diagnosis. I read the book "Good to Great" and this new book "How the mighty fall" which shows the opposite side of the Coin. In order to be the # 1 ranking you take a lot of efforts but to stumble is just of matter of relaxing the way you energized your company to success. Be humble is a key point to figure out that the competitor is not static and the customer does not want what you offer but what he wants. The inertia to grow or to stumble is definitely different, being the latter much faster than the first. Keep attendance to Collin's book remarks and be aware with the changing of the world, once it is flat and unsecure.0 of 0 people found the following review helpful. Simple, yet neededBy David G. AshworthHow the Mighty Fall is a warning for every business and the mistakes of other organizations are analyzed and simplified to basic principles to avoid. It's a needed warning for all.

Decline can be avoided. Decline can be detected. Decline can be reversed. Amidst the desolate landscape of fallen great companies, Jim Collins began to wonder: How do the mighty fall? Can decline be detected early and avoided? How far can a company fall before the path toward doom becomes inevitable and unshakable? How can companies reverse course? In *How the Mighty Fall*, Collins confronts these questions, offering leaders the well-founded hope that they can learn how to stave off decline and, if they find themselves falling, reverse their course. Collins' research project—more than four years in duration—uncovered five step-wise stages of decline: Stage 1: Hubris Born of Success Stage 2: Undisciplined Pursuit of More Stage 3: Denial of Risk and Peril Stage 4: Grasping for Salvation Stage 5: Capitulation to Irrelevance or Death By understanding these stages of decline, leaders can substantially reduce their chances of falling all the way to the bottom. Great companies can stumble, badly, and recover. Every institution, no matter how great, is vulnerable to decline. There is no law of nature that the most powerful will inevitably remain at the top. Anyone can fall and most eventually do. But, as Collins' research emphasizes, some companies do indeed recover—in some cases, coming back even stronger—even after having crashed into the depths of Stage 4. Decline, it turns out, is largely self-inflicted, and the path to recovery lies largely within our own hands. We are not imprisoned by our circumstances, our history, or even our staggering defeats along the way. As long as we never get entirely knocked out of the game, hope always remains. The mighty can fall, but they can often rise again.

About the Author Jim Collins is author or coauthor of six books that have sold in total more than ten 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 Graduate School of Business, where he received the Distinguished Teaching Award in 1992. He now operates a management laboratory in Boulder, Colorado, where he conducts research, teaches, and consults with executives from the corporate and social sectors.