



Why Good Companies Go Bad And How Great Managers Remake Them

Donald N. Sull

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This book shows how to keep your company from being blinded by its own success—and how to put a firm on the path to sustained greatness. Organisations must change to survive. But a blind commitment to success "formulas" that worked in the past often render companies unable to adapt when new competitive situations arise. This book spells out the common pitfalls that managers fall into, and outlines specific processes that managers can use to help their organizations overcome their inertia before it's too late.

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