《Built to Last Successful Habits of Visionary Companies 基业常青》

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编辑推荐

Built to Last became an instant business classic. This audio abridgement is read by the authors, who alternate chapters. Collins is a bit breathlessly enthusiastic, but clear and interesting; Porras, unfortunately, is poorly inflected and wooden. They set out to determine what's special about "visionary" companies--the Disneys, Wal-Marts, and Mercks, companies at the very top of their game that have demonstrated longevity and great brand image. The authors compare 18 "visionary" picks to a control group of "successful-but-second-rank" companies. Thus Disney is compared to Columbia Pictures, Ford to GM, and so on.
A central myth, according to the authors, is that visionary companies start with a great product and are pushed into the future by charismatic leaders. Usually false, Collins and Porras find. Much more important, and a much more telling line of demarcation between a wild success like 3M and an also-ran like Norton, is flexibility. 3M had no master plan, little structure, and no prima donnas. Instead it had an atmosphere in which bright people were not afraid to "try a lot of stuff and keep what works."

If you listen to this audiocassette on your daily commute, you may discover whether you are headed to a "visionary" place of work--and, if so, whether you are the kind of employee who fits your employer's vision. (Running time: two hours, two cassettes) --Richard Farr --This text refers to the Audio Cassette edition.

内容简介

What makes a visionary company? This book, written by a team from Stanford's Graduate School of Business, compares what the authors have identified as "visionary" companies with selected companies in the same industry. The authors juxtapose Disney and Columbia Pictures, Ford and General Motors, Motorola and Zenith, and Hewlett-Packard and Texas Instruments, to name a few. The visionary companies, the authors found out, had a number of common characteristics; for instance, almost all had some type of core ideology that guided the company in times of upheaval and served as a constant bench mark. Not all the visionary companies were founded by visionary leaders, however. On the whole, this is an intriguing book that occasionally provides rare and interesting glimpses into the inner workings and philosophical foundations of successful businesses. Recommended for all libraries.
Randy L. Abbott, Univ. of Evansville Lib., Ind.

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