

# 《11个卓越组织：澳大利亚企业制胜之道 The First XI》

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## 内容简介

The First XI identifies 11 of Australia's long-term top-performing organisations and provides a comprehensive analysis of their winning framework. Taking its lead from the US bestseller Built to Last, The First XI uncovers the common elements that set Australian winning organisations apart. It also looks at how winning is different in Australia.

Professor Graham Hubbard, Delyth Samuel, Graeme Cocks and Simon Heap, a team of respected business practitioners and academics, spent three years researching and analysing the organisations, following the rigorous methodologies used for Built to Last. Surveying 1000 CEOs and assessing identified organisations over a 20-year period using a variety of perspectives, they selected a final group of -long-term winning organisations - the First XI.

In this second edition the authors also take a look at what has happened to the First XI in the years since their original study ended to answer a number of burning questions:

Are the First XI still winning organisations? The First XI identifies 11 of Australia's long-term top-performing organisations and provides a comprehensive analysis of their winning framework. Taking its lead from the US bestseller Built to Last, The First XI uncovers the common elements that set Australian winning organisations apart. It also looks at how winning is different in Australia. Professor Graham Hubbard, Delyth Samuel, Graeme Cocks and Simon Heap, a team of respected business practitioners and academics, spent three years researching and analysing the organisations, following the rigorous methodologies used for Built to Last. Surveying 1000 CEOs and assessing identified organisations over a 20-year period using a variety of perspectives, they selected a final group of -long-term winning organisations - the First XI. In this second edition the authors also take a look at what has happened to the First XI in the years since their original study ended to answer a number of burning questions: Are the First XI still winning organisations? What does the strategic cycle in Australian organisations look like? What can you do to put your organisation on the path to being a winner? The winning framework identified in this book provides managers with a rigorous, comprehensive, challenging, but practical framework to improve their own organisation practice and performance. Will your organisation be selected for this book in 10 years' time?

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