

Great by Choice

Author Jim Collins

2002-2011 studied 20,400 Companies, seven (7) met criteria

10 X the market - cumulative returns



4 "BIG" Things:

1. Fanatic Discipline

- The 20 Mile March

2. Empirical Curiosity

- Fire Bullets, then Cannonballs

3. Productive Paranoia

- Leading Above the Death Line

4. Level 5 Ambition

- Discipline