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By Jim
Choice
Collins
Uncertainty Chaos
And Luck Why
Morten T
Some Thrive
Hansen
Despite Them All
Great By
Choice
Uncertainty
Chaos And

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Some

Thrive

Despite

Them All

"Two prominent

social

psychologists,

specializing in

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Despite Them All

the study of
human behavior,
provide insight
into why we trust
the people we do
and how to use
that knowledge in
understanding
and influencing
people in our
own lives,
"--NoveList.

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Despite Them All

"This is not a
book about
charismatic
visionary leaders.
It is not about
visionary product
concepts or
visionary
products or
visionary market
insights. Nor is it
about just having

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Despite Them All

a corporate
vision. This is a
book about
something far
more important,
enduring, and
substantial. This
is a book about
visionary
companies." So
write Jim Collins
and Jerry Porras

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in this
groundbreaking
Uncertainty Chaos
book that
And Luck Why
Some Thrive
Despite Them All
insights, and
gives practical
guidance to
those who would
like to build
landmark
companies that

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stand the test of
Choice
time. Drawing
Uncertainty Chaos
upon a six-year
And Luck Why
research project
Some Thrive
at the Stanford
Despite Them All
University
Graduate School
of Business,
Collins and
Porras took
eighteen truly
exceptional and

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long-lasting
Choice
Uncertainty Chaos
And Luck Why
Some Thrive
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companies -- they
have an average
age of nearly one
hundred years
and have

outperformed the
general stock
market by a
factor of fifteen
since 1926 -- and
studied each

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company in
Choice
direct
Uncertainty Chaos
comparison to
And Luck Why
one of its top
Some Thrive
competitors.
Despite Them All
They examined
the companies
from their very
beginnings to the
present day -- as
start-ups, as
midsize

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

companies, and
as large
corporations.

Throughout, the
authors asked:
"What makes the
truly exceptional
companies
different from
other
companies?"

What separates

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Choice
General Electric,
3M, Merck, Wal-
Mart, Hewlett-
Packard, Walt
Disney, and
Philip Morris
from their rivals?
How, for
example, did
Procter &
Gamble, which
began life

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Choice
substantially
behind rival
Uncertainty Chaos
Colgate,
And Luck Why
eventually prevail
Some Thrive
as the premier
Despite Them All
institution in its
industry? How
was Motorola
able to move
from a humble
battery repair
business into

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integrated
Choice
circuits and
Uncertainty Chaos
cellular
And Luck Why
communications,
Some Thrive
while Zenith
Despite Them All
never became
dominant in
anything other
than TVs? How
did Boeing
unseat
McDonnell

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Douglas as the
Choice
world's best
Uncertainty Chaos
commercial
And Luck Why
aircraft company
Some Thrive
-- what did
Despite Them All
Boeing have that
McDonnell
Douglas lacked?
By answering
such questions,
Collins and
Porras go beyond

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Hansen Great By
Choice
the incessant
barrage of
Uncertainty Chaos
management
And Luck Why
buzzwords and
Some Thrive
fads of the day to
Despite Them All
discover timeless
qualities that
have consistently
distinguished out-
standing
companies. They
also provide

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inspiration to all
Choice
executives and
Uncertainty Chaos
entrepreneurs by
And Luck Why
destroying the
Some Thrive
false but widely
Despite Them All
accepted idea
that only
charismatic
visionary leaders
can build
visionary
companies. Filled

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with hundreds of

specific

examples and

organized into a

coherent

framework of

practical

concepts that can

be applied by

managers and

entrepreneurs at

all levels, Built to

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

Last provides a
master blueprint
for building
organizations
that will prosper
long into the
twenty-first
century and
beyond.

If you head a
small to mid-
sized enterprise

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Despite Them All

or one within a
larger firm, here
is a remarkable
book that can
help you build an
extraordinary
organization
capable of long-
term health and
success. Beyond
Entrepreneurship
shows how to

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turn your
Choice
business into an
Uncertainty Chaos
entity that
And Luck Why
"sustains high
Some Thrive
performance,
Despite Them All
rises to the
status of role
model, and
remains great for
generations," in
the words of the
authors. Step by

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Hansen Great By
Choice
step, Collins and
Lazier reveal how
Uncertainty Chaos
to lay a
And Luck Why
foundation for
Some Thrive
greatness, while
Despite Them All
a company is still
small and
adaptable
enough to fully
embody the
values of its
leaders. Drawing

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Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

on their many
years of first-
hand experience
working in
private industry
and serving as
business
consultants,
Collins and
Lazier cover all
the essential
aspects of

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Hansen Great By

attaining

corporate greatness

is--supported by

dozens of real-life

examples of firms

as diverse as

Mrs. Fields

Cookies,

Continental

Cablevision, and

Giro Sport

Design. In

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Hansen Great By
Beyond
Choice
Entrepreneurship
Uncertainty Chaos
they provide
And Luck Why
tested ideas and
Some Thrive
methods for
Despite Them All
developing the
most effective
leadership style
for your
personality
characteristics...
and developing

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Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

the 7 key
elements of a
leadership style
to inspire real
loyalty and
dedication. Then,
they move on to
an often
overlooked
function of
leadership:
catalyzing a

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vision. Every
Choice
great company
Uncertainty Chaos
has at its core a
And Luck Why
compelling
Some Thrive
vision. You'll
Despite Them All
discover a clear
and useful
framework for
setting corporate
vision--a
framework that
removes the

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And Luck Why
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confusion about
this important
and elusive topic,
yet retains the
"spark" that's an
essential quality
of a motivating
and effective
overall vision.
Collins and
Lazier also
discuss and

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illustrate the four
key principles of
setting business
strategy, and
explain how to
resolve critical
strategic
issues--like
whether to lead a
market or
follow--faced by
every small to

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mid-sized firm.

Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

The authors
present a set of
concepts and
practical
suggestions for
stimulating
creativity and
keeping your
company
innovative as it
evolves. Finally,

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Choice
they spell out
Uncertainty Chaos
how to translate
And Luck Why
Some Thrive
effective
Despite Them All
business tactics,
the day-to-day
details of
producing
consistent
excellence. Here
is a

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comprehensive,
how-to-do-it blue
print for
Uncertainty Chaos
And Luck Why
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Despite Them All
becoming the
best in your
industry; crafting
an entity that's
highly profitable
and respected by
people outside its
walls.

A companion

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And Luck Why
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guidebook to the
number-one
bestselling Good
to Great, focused
on
implementation
of the flywheel
concept, one of
Jim Collins'
most memorable
ideas that has
been used across

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Hansen Great By

industries and
Choice
the social
Uncertainty Chaos
sectors, and with
And Luck Why
startups. The key
Some Thrive
to business
Despite Them All
success is not a
single innovation
or one plan. It is
the act of turning
the flywheel,
slowly gaining
momentum and

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Choice
eventually
reaching a
breakthrough.
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Building upon the
flywheel concept
introduced in his
groundbreaking
classic Good to
Great, Jim Collins
teaches readers
how to create
their own

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flywheel, how to
accelerate the
flywheel's
momentum, and
how to stay on
the flywheel in
shifting markets
and during times
of turbulence.
Combining
research from his
Good to Great

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labs and case
Choice
studies from
Uncertainty Chaos
organizations like
And Luck Why
Amazon,
Some Thrive
Vanguard, and
Despite Them All
the Cleveland
Clinic which have
turned their
flywheels with
outstanding
results, Collins
demonstrates

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

that successful
organizations can
disrupt the world
around them—and
reach

unprecedented
success—by
employing the
flywheel concept.

A Monograph to
Accompany
Good to Great

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A Novel
Choice
And Why Some
Uncertainty Chaos
Companies Never
And Luck Why
Give In
Some Thrive
Joan Garry's
Despite Them All
Guide to
Nonprofit
Leadership
Great at Work
Hundred
Percenters:
Challenge Your

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Employees to
Choice
Give It Their All,
Uncertainty Chaos
and They'll Give
And Luck Why
You Even More
Some Thrive
Halftime

**The Wall Street
Journal
Essential Guide
to Management
offers “Lasting
Lessons from
the Best**

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Choice
**Leadership
Minds of Our
Time.”**

Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All
**Compiled by
Alan Murray,
Deputy
Managing
Editor of the
Wall Street
Journal, this is
the definitive
guide to how to
be a successful**

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manager from
Choice
the world's
Uncertainty Chaos
most respected
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business
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publication—an
Doing This All
indispensible
handbook for
new managers
and veterans
alike, providing
solid business
strategies to
help them put

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**their best ideas
to work.**

In
Collaboration,
author Morten
Hansen takes
aim at what
many leaders
inherently
know: in
today's
competitive
environment,

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And Luck Why
Some Thrive
Despite Them All
the sought-
after synergies
are rarely, if
ever, realized.
In fact, most
cross-unit
collaborative

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And Luck Why
Some Things
Don't Happen
**efforts end up
wasting time,
money, and
resources. How
can managers
avoid the costly
traps of
collaboration
and instead
start getting
the results they
need? In this
book, Hansen**

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Hansen Great By
shows
Choice
managers how
Uncertainty Chaos
to get
And Luck Why
collaboration
Survive Through
right through
Discipline All
"disciplined All
collaboration"--
a practical
framework and
set of tools
managers can
use to: · Assess
when--and

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Uncertainty, Chaos
And Luck Why
Some Thrive
And Others Don't
All

**when not--to
pursue
collaboration
across units to
achieve goals ·
Identify and
overcome the
four barriers to
collaboration ·
Get people to
buy into the
larger picture,
even when they**

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Hansen Great By
Choice
own only a
small piece of it
• Be a "T-
Shaped
Manager,"
collaborating
across divisions
while still
working deeply
in your own
unit • Create
networks
across the

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Hansen Great By
organization
Choice
that are not
Uncertainty Chaos
large, but
And Luck Why
nimble and
So So Thrive
effective Based
Don't Turn All
on the author's
long-running
research, in-
depth case
studies, and
company
interviews,
Collaboration

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Decline
Decline can be
avoided.
Decline can be
detected.
Decline can be
reversed.

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Hansen Great By
Choice
Uncertainty Chaos
And Luck Why
Some Things
Collins The All

**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**

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All
companies
reverse course?
In How the
Mighty Fall,
Collins
confronts these
questions,

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Some Thrive
Despite Them All
decline and, if
they find
themselves
falling, reverse
their course.
Collins'
research

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And Luck Why
Some Thrive
But All
decline: Stage
1: Hubris Born
of Success
Stage 2:
Undisciplined
Pursuit of More
Stage 3: Denial

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Choice
of Risk and
Peril Stage 4:
Uncertainty Chaos
Grasping for
And Junk Why
Salvation Stage
5: Capitulation
to Irrelevance
All
or Death By
understanding
these stages of
decline, leaders
can
substantially
reduce their

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Choice
Uncertainty Chaos
And Luck Why
Some Things
Don't
Every
institution, no
matter how
great, is
vulnerable to
decline. There

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Hansen Great By
Choice
Uncertainty Chaos
And Luck Why
Some Thrive
People Turn All
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

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Hansen Great By
indeed
Choice
recover—in
Uncertainty Chaos
And Luck Why
some cases,
Some Thrive
coming back
Despite The All
even
stronger—even
after having
crashed into
the depths of
Stage 4.
Decline, it turns
out, is largely
self-inflicted,

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Don't Thrive All
our
circumstances,
our history, or
even our
staggering
defeats along
the way. As

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Drop It All

**long as we
never get
entirely
knocked out of
the game, hope
always remains.
The mighty can
fall, but they
can often rise
again.**

**Bob Buford
believes the
second half of**

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite It All
out what you
want to do with
the rest of your
life. So he
recommends
that a reader
call 'halftime' to

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Choice
Uncertainty Chaos
And Luck Why
Survive
Bueford focuses
on this
important time
of
transition--the
time when, as
he says, a
person moves

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And Luck Why
Some Thrive
Devil All
and for
catching new
vision for living
the second,
most rewarding
half of life.As
Buford

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explains, 'My
Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Drop It The A
passion is to
multiply all that
God has given
me, and in the
process, give it
back.' That
requires asking
important
questions:
What am I
really good at?
What do I want

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And Luck Why
Some Thrive
Spite The All
were absolutely
perfect, what
would it look
like? Buford fills
Halftime with a
blend of
personal

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insight, true-
Choice
life examples,
Uncertainty Chaos
and quotes
And Luck Why
from those who
Some Thrive
have
Duck's Tale All
successfully
navigated the
exhilarating
and potentially
dangerous
shoals of
midlife.

Complete with

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**a discussion
guide, Halftime
provides the
encouragement
and wisdom to
propel your life
on a new
course away
from mere
success to true
significance--an
d the best
years of your**

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life.
Choice
Concepts and
Uncertainty Chaos
Cases
And Luck Why
Future Church
Some Things
Turning Your
All
Business Into
an Enduring
Great Company
Summary of Jim
Collins &
Morten T.
Hansen's Great
by Choice

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Choice
Uncertainty, Chaos
And Luck Why
Some Give
The Five
Dysfunctions of
a Team
Beyond Entrepr
neurship 2.0
*Think you know
your customers?
You better be
more assured*

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Hansen Great By
Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Don't They All

**than just thinking
you do, because
your success
depends on it!
The best
companies in the
world first
research
exhaustively
what their
customers desire,
and then they
deliver it in**

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Choice
Uncertainty Chaos
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All
unachievable. So
once again, how
well do you know
your
customers? In a
hyperconnected
economy that is

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radically
changing
consumer
expectations, this
vital expectation
for any Them All
successful
business is not
always easy. But
in What
Customers Crave,
author and
business

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strategist
Nicholas Webb
simplifies this
critical task into
being able to
confidently
answer two
questions: What
do your
customers love?
What do they
hate? Jam-packed
with tools and

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
and Others Fail
examples, this
must-have
resource helps
businesses
reinvent how
they engage with
customers (both
physical and
virtual). Learn
how to: • Gain
invaluable
insights into who
your customers

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are and what
Choice
they care about•
Uncertainty/ Chaos
Use listening
And Luck Why
posts and
Some Thing
Contact Point
Innovation to All
refine customer
types• Engineer
experiences for
each
micromarket that
are not only
exceptional, but

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Hansen Great By
insanely
relevant•
Connect across
the five most
important
touchpoints• **Co-**
create with your
customers• **And**
more!**It's time to**
reinvent the ways
you engage with
your customers.
Because when

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*you learn to
provide for them
exactly what they
want, they not
only bring along
their wallets but
those belong to
their friends as
well!*

*'For anyone
thinking of doing
an MBA, or
indeed anyone*

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Don't The All
Johnson, British
entrepreneur The
internationally
best-selling
business classic
that reveals what
it's really like to

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study an MBA at
Choice
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And Luck Why
Some Things
Delves Broughton
quit his position
as New York
correspondent
for The Daily
Telegraph to take
his place on one
of the most-

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And Luck Why
Some Thrive
Despite The All
wisdom reserved
for the world's
global elite. And
what he learns is
truly jaw-
dropping. From
his first class to

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graduation -
Choice
encompassing
Uncertainty Chaos
the guest
And Luck Why
lectures, the
Some Thrive
Apprentice-style
Right The All
tasks, the booze-
luge, the
burnouts and the
high flyers -
Delves Broughton
divulges the
advice, wisdom
and folly he

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Uncertainty Chaos
And Luck Why
Some Thrive

***found whilst
studying at the
most prestigious
business school
in the world.***

'Anyone
Them All
considering
enrolling will find
this an insightful
portrait of
Harvard Business
School life'
Economist 'Very

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Hansen Great By
funny. An
excellent book'
Wall Street
Journal
The new question
Ten years after
the worldwide
bestseller Good
to Great, Jim
Collins returns
with another
groundbreaking
work, this time to

**ask: Why do
some companies
thrive in
uncertainty, even
chaos, and others
do not? Based on
nine years of
research,
buttressed by
rigorous analysis
and infused with
engaging stories,
Collins and his**

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colleague,
Morten Hansen,
enumerate the
principles for
building a truly
great enterprise
in unpredictable,
tumultuous, and
fast-moving
times. The new
study Great by
Choice
distinguishes

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itself from
Choice
Collins's prior
Uncertainty Chaos
work by its focus
And Luck Why
not just on
Some Thrive
performance, but
Drop The All
also on the type
of unstable
environments
faced by leaders
today. With a
team of more
than twenty
researchers,

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**Collins and
Hansen studied
companies that
rose to greatness
—beating their
industry indexes
by a minimum of
ten times over
fifteen years—in
environments
characterized by
big forces and
rapid shifts that**

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Choice
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And Luck Why
Some Thrive
While Others Fail
All

***leaders could not
predict or
control. The
research team
then contrasted
these “10X
companies” to a
carefully selected
set of comparison
companies that
failed to achieve
greatness in
similarly extreme***

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environments.
Choice
The new findings
Uncertainty Chaos
The study results
And Luck Why
were full of
Some Thrive
provocative
Debit The All
surprises. Such
as: The best
leaders were not
more risk taking,
more visionary,
and more
creative than the
comparisons;

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**they were more
disciplined, more
empirical, and
more paranoid.
Innovation by
itself turns out
not to be the
trump card in a
chaotic and
uncertain world;
more important is
the ability to
scale innovation,**

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And Junk Why
Sensitive
The All
to blend
creativity with
discipline.
Following the
belief that
leading in a “fast
world” always
requires “fast
decisions” and
“fast action” is a
good way to get
killed. The great
companies

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**changed less in
reaction to a
radically
changing world
than the
comparison
companies. The
authors challenge
conventional
wisdom with thou
ght-provoking,
sticky, and
supremely**

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practical
Choice
concepts. They
Uncertainty Chaos
include: 10Xers;
And Just Why
the 20 Mile
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Bullets, Then All
Cannonballs;
Leading above
the Death Line;
Zoom Out, Then
Zoom In; and the
SMaC Recipe.
Finally, in the

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last chapter,
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Uncertainty Chaos
Hansen present
And Luck Why
their most
Some Thrive
provocative and
Do It Right!!!
original analysis:
defining,
quantifying, and
studying the role
of luck. The great
companies and
the leaders who
built them were

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***not luckier than
the comparisons,
but they did get a
higher Return on
Luck. This book is
classic Collins: All
contrarian, data-
driven, and
uplifting. He and
Hansen show
convincingly that,
even in a chaotic
and uncertain***

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**world, greatness
happens by
choice, not
chance.**

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applying the
author's business
strategies for
transforming
companies to
nonprofit and
public
organizations to

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help them
increase
efficiency and
most benefit the
clients they
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Strategies to

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Company Stay
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Chronicling his 13
years as CEO of
Circuit City during
its most successful
time and sharing
his insightful
analysis of its
downfall, Alan

Wurtzel imparts a wisdom that is a must-read for anyone even remotely interested in business. “Good to Great to Gone illustrates the vital importance of listening to your customers. Without them your company has nothing.” —Tony

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**Hsieh, New York
Times bestselling
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Delivering
Happiness and
CEO of
Zappos.com, Inc.
How did Circuit
City go from a
Mom and Pop store
with a mere
\$13,000
investment, to the
best performing**

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**Fortune 500
Company for any
15-year period
between 1965 and
1995, to
bankruptcy and
liquidation in
2009? What must
leaders do not only
to take a business
from good to great,
but to avoid
plummeting from
great to gone in a**

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constantly evolving marketplace? For almost 50 years, Circuit City was able to successfully navigate the constant changes in the consumer electronics marketplace and meet consumer demand and taste preferences. But with the company's

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**subsequent decline
and ultimate
demise in 2009,
former CEO Alan
Wurtzel has the
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a company insider
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outsider looking in.
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there is no singular
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strategy, Wurtzel
emphasizes the**

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**computers, data
storage,
bandwidth,
software
development, gene
sequencing,
robotics,
nanotechnology,
and the advance
knowledge itself -
are transforming
the global economy
and altering our
future.**

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Thrive Despite
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models have often
been long on
promises and short
on disciple-
making. We
continue to watch
consistent church
attendance shrink,
and our desire to
reach the lost is

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infected with a
need for self-
validation by
growing our
numbers at any
cost. If we believe
that God wants his
church to grow,
where do we go
from here? What is
the future of the
church? Drawing

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professor exposes
the dangerous

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and delusions that
pervade much of
the business world
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for working less
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we have been
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taught that you
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have to break your
back and hustle till
you die, just to
become
successful.

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provides scientific

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how top
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ask: why do some
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companies thrive
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chaos, and others
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do not? Based on
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thrive in
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just on
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performance,
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the type of
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comparisons;
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disciplined,
more
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more paranoid.
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**by itself
turns out not
to be the
trump card in
a chaotic and
uncertain
world; more
important is
the ability to
scale
innovation, to
blend**

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creativity
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with
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*discipline. **
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leading in a
"fast world"
always
requires "fast
decisions" and
"fast action"
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changed less
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luck. The
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get a higher
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convincingly
that, even in
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uncertain
world,
greatness

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*happens by
choice, not by
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companion*

*version & not
the original
book. Sample
Book Insights:
#1 We cannot
predict the*

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Some Thrive,
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*future, but we
can create it.
We can be
astonished,
confounded,
shocked,
stunned,
delighted, or
terrified, but
rarely
prescient.
None of us can*

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predict with
certainty the
Uncertainty Chaos
twists and
And Luck Why
turns our
Some Thrive
lives will
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take. #2 The

10X study
looked at high-
performing
cases that did
not just get
by or become

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successful,
Choice
but truly
Uncertainty Chaos
thrived. Every
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10X case beat
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its industry
Despite Them All
index by at
least 10
times. If you
invested
\$10,000 in a
portfolio of
the 10X

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companies at
Choice
the end of
Uncertainty Chaos
1972, your
And Luck Why
investment
Some Thrive
would have
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grown to be
worth more
than \$6
million by the
end of our
study era in
2002. #3 We

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selected on
Choice
performance
plus
Uncertainty Chaos
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environment
Some Thrive
for two
Despite Them All
reasons.

First, we
wanted to
understand the
factors that
distinguish
great

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organizations,
Choice
those that
Uncertainty Chaos
prevail
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against
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extreme odds.
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Second, by
looking at the
best companies
and their
leaders in
extreme
environments,

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we gained
Choice
insights that
Uncertainty Chaos
would
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otherwise
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remain hidden
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when studying
leaders in
more tranquil
settings. #4
We spent years
studying the
10x companies,

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and in this
Choice
introductory
Uncertainty Chaos
chapter, we
And Luck Why
preview some
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of the
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encountered
along the way.
We learned
about the
individual
people who led

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these
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companies, and
Uncertainty Chaos
how they led
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and built
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their
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companies
differently
from their
less
successful
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author David
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whole new
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level with his
latest darkly
comic sci-fi
thriller.

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'average'
employees and
create a
culture of
accountable,
fully engaged
people.

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Hansen Great By
Choice
Managers will
learn to
Uncertainty Chaos
recognize
And Luck Why
their
Some Thrive
leadership
Despite Them All
style and
understand how
they, too, can
become Hundred
Percenters. ”

Laura

Christiansen,

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Vice President
Choice
Human
Uncertainty Chaos
Resources,
And Luck Why
VTech Communic
Some Thrive
ations, Inc. "
Despite Them All
Heavily-
researched and
loaded with
tools and
examples, this
book shows you
how to

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

*challenge your
employees to
achieve the
kind of
extraordinary
results and
innovations
that every CEO
dreams about.
Every leader
needs to read
this book!"*

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Hansen Great By
Ned Fitch,
Choice
CEO, Kalahari
Uncertainty Chaos
Tea "Murphy
And Luck Why
finds that
Some Thrive
most
Despite Them All
workplaces are
brimming with
untapped
talent. Only
it's
suppressed by
goal-setting

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that
Choice
discourages
Uncertainty Chaos
big ideas and
And Luck Why
leaders who
Some Thrive
focus on
Despite Them All
happiness
rather than
greatness."

Training
Magazine We've
all heard the
saying that a

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

*happy employee
is a motivated
employee. But
what if that's
not true?
Leadership IQ
CEO Mark
Murphy says
the "happy
employee"
philosophy
doesn't work.*

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Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

***A study of
more than
500,000
leaders and
employees
shows that
despite the
billions of
dollars
organizations
spend to
satisfy and***

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engage
workers, 72%
of employees
admit they're
still not
giving their
best effort at
work. Rather,
it's leaders
who focus on
making their
people

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Hansen Great By
great—not
Choice
happy—who
Uncertainty Chaos
inspire
And Luck Why
Hundred
Some Thrive
Percenter
Despite Them All
performance.

*If you talk to
the employees
behind today's
great
innovations,
you're*

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All

*unlikely to
hear, "I was
inspired by a
boss who
coddles me."
Instead you'd
probably hear,
"My boss
challenges me
and pushes me
past my
limits." Most*

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Hansen Great By
*workplaces are
brimming with
untapped
talent— only
it's
suppressed by
leaders who
fail to
connect with
and challenge
employees to
unleash their*

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Hansen Great By
true
Choice
potential.
Uncertainty Chaos
Here are just
And Luck Why
Some Thrive
Despite Them All
Hundred

Percenter:

*The harder the
goals you set,
the better
your employees
will perform*

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You should
never use a
Compliment
Sandwich to
deliver
feedback
Talented
Terrors—people
with great
skills and a
bad
attitude—can

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destroy your
Choice
company
Uncertainty Chaos
culture Before
And Luck Why
you can start
Some Thrive
motivating
Despite Them All
Hundred
Percenters,
you have to
stop
demotivating
them You
should never

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Hansen Great By
*ask your
employees if
they're
"satisfied"*
Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All
*This
groundbreaking
book debunks
management
fads that
don't apply to
today's
workplace and*

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Hansen Great By
Choice
provides the
facts,
Uncertainty Chaos
theories, and
And Luck Why
direction you
Some Thrive
need to become
Despite Them All
a 100% Leader.
Apply Murphy's
leadership
lessons and
you'll see
innovation,
productivity,

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and profits
Choice
soar, while
Uncertainty Chaos
employee
And Luck Why
turnover rates
Some Thrive
plummet.
Despite Them All
Hundred
Percenters
will bring out
the best in
your
workforce.
Good to Great

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*Good To Great
Choice
And The Social
Uncertainty Chaos
Sectors
And Luck Why
Why Some
Some Thrive
Despite Them All
the Leap --and
Other's Don't
Because
Nonprofits Are
Messy*

Uncertainty,

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Chaos and Luck
Choice
- **Why Some**
Uncertainty Chaos
Thrive Despite
And Luck Why
Them All
Some Thrive
• • • **and the**
Despite Them All
Eight Other
Business
Delusions That
Deceive
Managers
Great by
ChoiceUncertainty,

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Hansen Great By
Chaos, and
Choice
Luck--Why Some
Uncertainty Chaos
Thrive Despite
And Luck Why
Them All Harper
Collins Thrive

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the most
influential
business thinker
of our era, comes
an ambitious
upgrade of his
classic, Beyond

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Hansen Great By
Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All
Entrepreneurship,
that includes all-
new findings and
world-changing
insights. What's
the roadmap to
create a company
that not only
survives its
infancy but
thrives, changing
the world for
decades to come?

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Some Thrive
People Think All
Bill Lazier,
answered this
question in their
bestselling book,
Beyond
Entrepreneurship.
Beyond

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Uncertainty Chaos
And Luck Why

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left a definitive
mark on the
business
community,
influencing the
young pioneers
who were, at that
time, creating the
technology
revolution that was
birthing in Silicon
Valley. Decades

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later, successive
generations of
entrepreneurs still
turn to the
strategies outlined
in Beyond

Entrepreneurship
to answer the most
pressing business
questions. BE 2.0
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And Luck Why
Some Thrive
While Others Don't
All
passed away in
2005, and
reexamines the
original text of
Beyond
Entrepreneurship
with his 2020

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And Luck Why
Some Thrive
Despite Their All
perspective. The
book includes the
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Entrepreneurship,
as well as four new
chapters and
fifteen new essays.
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together the key
concepts across
Collins' thirty
years of research

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And Luck Why
Some Thrive
Despite The Odds
into one integrated
framework called
The Map. The
result is a singular
reading
experience, which
presents a unified
vision of company
creation that will
fascinate not only
Jim's millions of
dedicated readers
worldwide, but

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also introduce a
new generation to
his remarkable
work.

Each day brings
us the chance to
laugh, love and
learn. this book
will inspire you to
do all three! "Kevin
Eikenberry's
essays reveal him
as a keen observer

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Despite T

and an intense
participant in life.
He communicates
his ideas
passionately and
vividly." -Martin C.
Jischke, President,
Purdue University
"Lifelong learning
is for everyone.
Kevin's lessons
have two
purposes. One-for

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Despite The All

you to learn from
his journey. Two-
to inspire you to
reflect on, and
learn from, your
own. Read this
book for yourself,
and create your
own success."

-Jeffrey Gitomer,
author The Little
Red Book of
Selling and The

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Hansen Great By
Sales Bible

..".Kevin has
shared a collection
of stories that are
profound in what
they can
individually mean
to each reader.
Start reading as
soon as you can,
and learn about
the person you are
meant to be... for

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Choice
Uncertainty Chaos
And Luck Why

you will never look
at the everyday
bliss of life in the
same way again."

-Rosa Say, author
of *Managing with
Aloha* "Wow -
reading this is like
'sitting at the foot
of a master' and
learning about the
meaning of life.

Thank you, Kevin,

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Sams Thrive
Everyday To All
for an absolutely
terrific book." -Bob
Burg, author
Endless Referrals:
Network Your
Everyday Contacts
into Sales Kevin
has been a serious
student of the
learning process
for the past 15
years. He has
applied what he

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has learned by
helping
organizations of all
kinds—including
small companies,
governmental
agencies,
universities and
Fortune 500
companies. His
writing has been
read by people in
over 30 countries

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Choice
from all walks of
life.

Uncertainty, Chaos
And Luck Why
Some Thrive
Despite Them All
wirtschaftlichen
Unsicherheit
schaffen es einige
Unternehmen zu
florieren, während
andere scheitern.
Was machen die

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Hansen Great By
Manager
Choice
erfolgreicher
Uncertainty Chaos
Unternehmen
And Luck Why
anders? Wie
Some Thrive
bereiten sie sich
Dispit Storm All
vor, um Stürme zu
überstehen und
Turbulenzen für
ihren Aufstieg zu
nutzen? Collins
hat es
herausgefunden
und verrät das

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Siegertypen. Jim
Collins' neues,
bahnbrechendes
Buch macht Mut,
gibt Sicherheit und
zeigt, wie man sein
Unternehmen
wappnet, damit es

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Hansen Great By
auch in
Choice
schwierigen Zeiten
Uncertainty Chaos
ein Spitzenunterne
And Luck Why
hmen ist. Und
Says Thrive
bleibt!

Fixing Workplaces
and Careers One
Truth at a Time
Built to Last
BE 2.0 (Beyond
Entrepreneurship
2.0)
Collaboration

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Choice
Vantage Points on
Uncertainty Chaos
Learning and Life
And Luck Why
The Wall Street
Some Thrive
Journal Essential
Guide to Them All

Management
*In this stunning
follow-up to his
best-selling book,
The Five
Temptations of a
CEO, Patrick*

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Choice
Lencioni offers up
another
Uncertainty, Chaos
And Luck Why
Some Thrive
illuminating as its
predecessor. This
time, Lencioni's
focus is on a
leader's crucial
role in building a
healthy
organization--an

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Hansen Great By
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Uncertainty Chaos
And Luck Why
Some Thrive
But Not Them All
often overlooked
but essential
element of
business life that
is the linchpin of
sustained
success. Readers
are treated to a
story of corporate
intrigue as the
frustrated head of
one consulting
firm faces a

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leadership
Choice
challenge so
Uncertainty Chaos
great that it
And Luck Why
threatens to
Some Thrive
topple his
Despite The All
company, his
career, and
everything he
holds true about
leadership itself.
In the story's
telling, Lencioni
helps his readers

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Hansen Great By
*understand the
Choice
disarming
Uncertainty Chaos
simplicity and
And Luck Why
power of creating
Some Things
organizational
Make Them All
health, and
reveals four key
disciplines that
they can follow to
achieve it.*

*Finalist for the
2015 Financial
Times and*

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McKinsey
Choice
Business Book of
Uncertainty Chaos
the Year Best
business book of
And Luck Why
the week from
Some Thrills
Inc.com The All
author of Power,
Stanford business
school professor,
and a leading
management
thinker offers a
hard-hitting

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dissection of the
Uncertainty Chaos
industry and
And Luck Why
ways to make
Some Thrive
workplaces and
Despite Them All
careers work
better. The
leadership
enterprise is
enormous, with
billions of dollars,
thousands of
books, and

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Don't Thrive All
But what
we see worldwide
is employee
disengagement,
high levels of
leader turnover
and career
derailment, and

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Choice
failed leadership
development
efforts. In
Uncertainty Chaos
Leadership BS,
And Luck Why
Jeffrey Pfeffer
Some Things
shines a bright All
light on the
leadership
industry, showing
why it's failing
and how it might
be remade. He
sets the record

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*straight on the oft-
made*

prescriptions for

leaders to be

honest, authentic,

and modest, tell

the truth, build

trust, and take

care of others. By

calling BS on so

many of the

stories and myths

of leadership, he

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All
gives people a
more scientific
look at the
evidence and
better
information to
guide their
careers. Rooted
in social science,
and will practical
examples and
advice for
improving

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management,
Choice
Leadership BS
Uncertainty Chaos
encourages
And Luck Why
readers to accept
Some Thrive
the truth and
Repeat Time All
then use facts to
change
themselves and
the world for the
better.

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BESTSELLER •**

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And Luck Why
Some Thrive
Despite It All

*Brené Brown has
taught us what it
means to dare
greatly, rise
strong, and brave
the wilderness.*

*Now, based on
new research
conducted with
leaders, change
makers, and
culture shifters,
she's showing us*

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Brené Brown's All
new podcast,
Dare to Lead, as
well as her
ongoing podcast
Unlocking Us!
NAMED ONE OF
THE BEST BOOKS

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Choice
Uncertainty Chaos
And Just Why
Some Thrive
Doing The All
OF THE YEAR BY
BLOOMBERG
*Leadership is not
about titles,
status, and
wielding power. A
leader is anyone
who takes
responsibility for
recognizing the
potential in
people and ideas,
and has the*

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*courage to
develop that
potential. When
we dare to lead,
we don't pretend
to have the right
answers; we stay
curious and ask
the right
questions. We
don't see power
as finite and
hoard it; we know*

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that power
Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Difficult Them All
conversations
and situations;
we lean into
vulnerability
when it's
necessary to do
good work. But

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Uncertainty Chaos
And Luck Why
Some Thrive
Don't All
daring leadership
in a culture
defined by
scarcity, fear, and
uncertainty
requires skill-
building around
traits that are
deeply and
uniquely human.
The irony is that
we're choosing
not to invest in

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Uncertainty Chaos
And Luck Why
Some Thrive
Scrambling to All
figure out what
we have to offer
that machines
and AI can't do
better and faster.
What can we do
better? Empathy,

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connection, and
Choice
courage, to start.
Uncertainty Chaos
Four-time #1 New
York Times Why
bestselling author
Sore Throats
Brené Brown has
All
spent the past
two decades
studying the
emotions and
experiences that
give meaning to
our lives, and the

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Hansen Great By
past seven years
Choice
working with
Uncertainty, Chaos
transformative
And Luck Why
leaders and
Some Thrive
teams spanning
People The All
the globe. She
found that
leaders in
organizations
ranging from
small
entrepreneurial
startups and

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite The All

*family-owned
businesses to
nonprofits, civic
organizations,
and Fortune 50
companies all ask
the same
question: How do
you cultivate
braver, more
daring leaders,
and how do you
embed the value*

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Uncertainty Chaos
And Luck Why
Some Thrive
Drip Them All
of courage in your
culture? In this
new book, Brown
uses research,
stories, and
examples to
answer these
questions in the
no-BS style that
millions of
readers have
come to expect
and love. Brown

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And Luck Why
Some Things
Drive The
is a collection of
four skill sets that
are 100 percent
teachable,
observable, and
measurable. It's
learning and

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Choice
Uncertainty, Chaos
And Luck, Why
Some Things
Don't Turn Out
As Expected
unlearning that
requires brave
work, tough
conversations,
and showing up
with your whole
heart. Easy? No.
Because choosing
courage over
comfort is not
always our
default. Worth it?
Always. We want

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Choice
to be brave with
our lives and our
work. It's why
we're here."

Whether you've
read *Daring*
Greatly and
Rising Strong or
you're new to
Brené Brown's
work, this book is
for anyone who
wants to step up

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Hansen Great By
*and into brave
Choice
leadership.*

*The Challenge
Uncertainty Chaos
Built to Last, the
And Luck Why
Some Thrive
Do it Right All
study of the
nineties, showed
how great
companies
triumph over time
and how long-
term sustained*

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*performance can
Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Do Not*
All
*But what about
the company that
is not born with
great DNA? How
can good
companies,
mediocre*

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Choice
Uncertainty Chaos
And Luck Why
Study For years,
this question All
preyed on the
mind of Jim
Collins. Are there
companies that
defy gravity and
convert long-term
mediocrity or

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worse into long-
Choice term superiority?
Uncertainty Chaos
And if so, what
And Luck Why
are the universal
Surrender
distinguishing
Dying Time All
characteristics
that cause a
company to go
from good to
great? The
Standards Using
tough
benchmarks,

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All
Collins and his
research team
identified a set of
elite companies
that made the
leap to great
results and
sustained those
results for at least
fifteen years. How
great? After the
leap, the good-to-
great companies

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generated
Choice
cumulative stock
Uncertainty Chaos
returns that beat
And Luck Why
the general stock
Some Thrive
market by an
Do it The All
average of seven
times in fifteen
years, better than
twice the results
delivered by a
composite index
of the world's
greatest

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Hansen Great By
companies,
including Coca-
Cola, Intel,
General Electric,
and Merck. The
Comparisons The
research team
contrasted the
good-to-great
companies with a
carefully selected
set of comparison
companies that

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All
become truly
great performers
while the other
set remained only
good? Over five
years, the team
analyzed the

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Choice
Uncertainty Chaos
And Luck Why
Some Thrive
Don't They All
histories of all
twenty-eight
companies in the
study. After
sifting through
mountains of data
and thousands of
pages of
interviews, Collins
and his crew
discovered the
key determinants
of greatness --

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Uncertainty Chaos
And Luck Why
Survive Thrive
Profit The All
Good to Great
study will surprise
many readers and
shed light on
virtually every
area of
management

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strategy and
Choice
practice. The
Uncertainty Chaos
findings include:
And Luck Why
Level 5 Leaders:
Some Thrive
The research
Don't Them All
team was
shocked to
discover the type
of leadership
required to
achieve
greatness. The
Hedgehog

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Concept
Choice
Uncertainty Chaos
the Three
Circles): To go
from good to
great requires All
transcending the
curse of
competence. A
Culture of
Discipline: When
you combine a
culture of

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Choice
discipline with an
ethic of
Uncertainty Chaos
entrepreneurship,
And Luck Why
you get the
Some Things
magical alchemy
Despite Them All
of great results.
Technology
Accelerators:
Good-to-great
companies think
differently about
the role of
technology. The

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Choice
Flywheel and the
Doom Loop:
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All
restructurings will
almost certainly
fail to make the
leap. "Some of
the key concepts
discerned in the
study,"

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Collins Morten T
Hansen Great By
comments Jim
Choice, "fly in the
Uncertainty Chaos
And Luck Why
Some Thrive
Despite Them All
upset some
people." Perhaps,
but who can
afford to ignore
these findings?
What They Teach
You at Harvard

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Hansen Great By
Business School
Choice
Successful Habits
of Visionary Chaos
Companies Why
Some Thrive
Analysis of Great
at Work
Futuristic
Violence and
Fancy Suits
Beyond
Entrepreneurship
Turning the

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Uncertainty Chaos
and Fall of Circuit
City Luck Why

Some Thrive
Despite Them All

Nonprofit leadership
is messy Nonprofits
leaders are optimistic
by nature. They
believe with time,
energy, smarts,
strategy and sheer
will, they can change
the world. But as staff

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or board leader, you know nonprofits present unique challenges. Too many cooks, not enough money, an abundance of passion. It's enough to make you feel overwhelmed and alone. The people you help need you to be successful. But there are so many obstacles:

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a micromanaging
board that doesn't
understand its true
role; insufficient
fundraising and
donors who make
unreasonable
demands; unclear and
inconsistent
messaging and
marketing; a leader
who's a star in her
sector but a difficult

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boss... And yet, many nonprofits do thrive. Joan Garry's Guide to Nonprofit Leadership will show you how to do just that. Funny, honest, intensely actionable, and based on her decades of experience, this is the book Joan Garry wishes she had when she led GLAAD out

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of a financial crisis in
1997. Joan will teach
you how to: Build a
powerhouse board
Create an impressive
and sustainable
fundraising program
Become seen as a
[workplace of choice]
Be a compelling
public face of your
nonprofit This book
will renew your

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passion for your
mission and
organization, and help
you make a bigger
difference in the
world.

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They can persuade,
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stories explain who
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story to relate.

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stories in a way that
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authenticity, builds
emotional
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encourage

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Choice you the tools you need

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Why do some people

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perform better at work
than others? This
deceptively simple
question continues to
confound
professionals in all
sectors of the
workforce. Now, after
a unique, five-year
study of more than
5,000 managers and
employees, Morten
Hansen reveals the

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answers in his "Seven
Work Smarter
Practices" that can be
applied by anyone
looking to maximize
their time and
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Hansen's seven
practices is
highlighted by
inspiring stories from
individuals in his
comprehensive study.

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You'll meet a high school principal who engineered a dramatic turnaround of his failing high school; a rural Indian farmer determined to establish a better way of life for women in his village; and a sushi chef, whose simple preparation has led to his restaurant (tucked

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away under a Tokyo
subway station
(underpass) being
awarded the
maximum of three
Michelin stars.

Hansen also explains
how the way Alfred
Hitchcock filmed
Psycho and the 1911
race to become the
first explorer to reach
the South Pole both

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illustrate the use of his seven practices (even before they were identified). Each chapter contains questions and key insights to allow you to assess your own performance and figure out your work strengths, as well as your weaknesses.

Once you understand

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your individual style,
there are mini-quizzes,
questionnaires, and
clear tips to assist you
focus on a strategy to
become a more
productive worker.

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Work will help you
achieve more by
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Leadership Books to
Read in 2018" is "a
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Weekly) to individual
performance, based on
a groundbreaking
Uncertainty Chaos
study. Why do some
And Luck Why
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people perform better
at work than others?

This deceptively
simple question
continues to confound
professionals in all
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inspiring stories from
individuals in his
comprehensive study.

You'll meet a high
school principal who
engineered a dramatic
turnaround of his
failing high school; a
rural Indian farmer
determined to
establish a better way
of life for women in

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his village; and a sushi chef, whose simple preparation has led to his unassuming restaurant being awarded the maximum of three Michelin stars.

Hansen also explains how the way Alfred Hitchcock filmed Psycho and the 1911 race to become the

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first explorer to reach
the South Pole both
illustrate the use of his
seven practices. Each
chapter is intended to
inspire people to be
better workers and
improve their own
work performance
(Booklist) with
questions and key
insights to allow you
to assess your own

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performance and
figure out your work
strengths, as well as
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Work will help us
□reengineer our work
lives, reduce burnout,
and improve
performance and job
satisfaction□

(Psychology Today).

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world, a
swelling tide
of people are
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astonishing,
life-altering
truth. This
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leads their
company to a
30% increase
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you, too, can
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that have been
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power of
positive
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greater
courage,
deeper
connection,
and more
powerful
leadership
than you
imagined
possible.***

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Immer