

Quotes

Collins	Jim	Good to Great	2001	New York: HarperCollins	ISBN 0 06 662099 6
----------------	-----	---------------	------	-------------------------	--------------------

- Good is the enemy of Great.
- People are not your most important asset. The right people are.
- If you cannot be the best in the world at your core business, then your core business absolutely cannot form the basis of a great company.
- When you have disciplined people, you don't need hierarchy.
- Managing your problems can only make you good, whereas building your opportunities is the only way to become great.
- Right people are self-motivated, the real question becomes: How do you manage in such a way as not to de-motivate people?
- Stockdale Paradox: Retain faith that you will prevail in the end, regardless of the difficulties. AND Confront the most brutal facts of your current reality, whatever they might be.
- The purpose of bureaucracy is to compensate for incompetence and lack of discipline.