



# Good to Great and the Social Sectors: A Monograph to Accompany Good to Great

By Jim Collins



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Jim Collins Answers the Social Sector with a Monograph to Accompany Good to Great. 30-50% of those who bought *Good to Great* work in the Social Sector.

- This monograph is a response to questions raised by readers in the social sector. It is not a new book.
- Jim Collins wants to avoid any confusion about the monograph being a book by limiting its distribution to online retailers.
- Based on interviews and workshops with over 100 social sector leaders.
- The difference between successful organizations is not between the business and the social sector, the difference is between good organizations and great ones.

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### Editorial Review

#### About the Author

Jim Collins is author or coauthor of six books that have sold in total more than ten million copies worldwide, including the bestsellers *Good to Great*, *Built to Last*, and *How the Mighty Fall*. Jim began his research and teaching career on the faculty at Stanford Graduate School of Business, where he received the Distinguished Teaching Award in 1992. He now operates a management laboratory in Boulder, Colorado, where he conducts research, teaches, and consults with executives from the corporate and social sectors.

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Collins provides a rigorous analysis of how to apply business performance principles to the nonprofit sector of the economy. In these social sector organizations, in which the objectives are not primarily monetary, superior results depend on attracting talent and money and creating the brand momentum these agencies need to create the social good they intend. The author is a natural and perky narrator of this important little book--he's proud, enthusiastic, urgent, yet he charms his listeners rather than preaching or pushing them to buy into his ideas. This is a thinking person's piece that delivers new insights as well as gives clarity to well-known principles of organizational performance. As an audio experience, it's an expertly performed, indispensable lesson for anyone involved in running a nonprofit organization. T.W. © AudioFile 2008, Portland, Maine--  
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