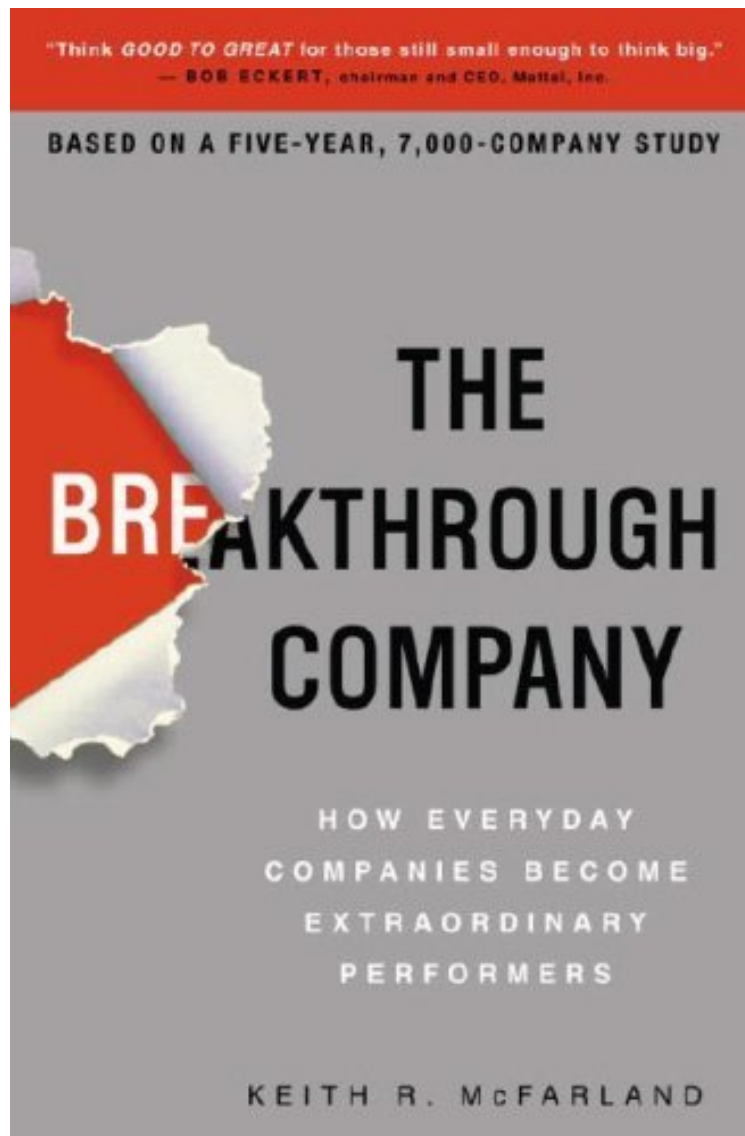


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The Breakthrough Company: How Everyday Companies Become Extraordinary Performers

Keith R. McFarland

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Keith R. McFarland : The Breakthrough Company: How Everyday Companies Become Extraordinary Performers before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Breakthrough Company: How Everyday Companies Become Extraordinary Performers:

1 of 1 people found the following review helpful. great insights in to what makes a small company go from "good to great" By Ray Halagera Jim Collins "Good to Great" is a classic book reporting the research findings on the qualities

and actions a company needs in order to go from being just "good" to becoming "great." The challenge to a reader of the book is how does a small company, without the resources, legacy and positioning of the Fortune 500 companies Collins researched, go from good to great, go from being a small entrepreneurial company in the markets it serves to being a powerhouse in its markets, achieving sustainable, significant profitable growth? McFarland's book has the answers, providing principles and examples of how certain Inc. 500 companies breakthrough their entrepreneurial status to become formidable organizations while their Inc. 500 counterparts failed to make the breakthrough. A wealth of practical, logical and doable principles/secrets on how to and what not to do to make the breakthrough. I've now added The Breakthrough Company to The E-Myth as must-read books I recommend to clients and business associates for any company seeking to go from small to great. 1 of 1 people found the following review helpful. Ideas applicable beyond a breakout-positioned company By SBMAs a serial entrepreneur, I've struggled with the question of how to take a moderately successful company to the next level. The skill tool chest needed is somewhat different, but most of the concepts in this fine book are applicable to any business leader at any stage in his or her career. Including my new start up company, The Write Thought (Here's a link to one of our products: Show Don't Tell: A Writer's Guide (Classic Wisdom on Writing)). Read The Breakthrough Company, or listen to it as I did, and have your direct reports read it or listen to it. Then meet with them and see if you can identify any "insultants" on your team. Don't know the term "insultants"? Read the book. 1 of 1 people found the following review helpful. practical look at what makes small business work By W. Christopher Horst The authors do a great job of bringing the almost ethereal ideals of Good to Great, a stalwart business book, and translate it for companies that operate on a more human scale. The companies they profile aren't dissimilar to the thousands of small and medium-sized business dotting our communities across the country. They write in a very approachable style, avoiding research jargon and academic vernacular. I strongly recommend this book for anyone leading a business of any size. It's a great practical tool for just about any industry.

The vast majority of small businesses stay small—and not by choice. Only the most savvy and persistent—a tiny one tenth of one percent—break through to annual sales above \$250 million. In The Breakthrough Company, Keith McFarland pinpoints how everyday companies become extraordinary, showing that luck is a negligible factor. Rather, breakthrough success turns out to be associated with a clearly identifiable set of strategies and skills that anyone in any business can emulate—from small startup to industry leader. Encouraged by experts such as business legend Peter Drucker and Good to Great author Jim Collins to identify the drivers that enable a company to push past the entrepreneurial phase, McFarland spent five years building and analyzing the world's largest growth-company performance database and interviewing more than 1,500 growth-company executives on four continents. His goal was simple: to identify the secrets of breakthrough. The Breakthrough Company is the result. Winnowing a study pool of more than 7,000 companies down to nine that have made the transition to major-player status, McFarland highlights real-world tools and myth-busting insights that can be used by anyone wanting his or her business to join this exclusive circle. Among the book's takeaways: • Common wisdom holds that the founders and core entrepreneurial leaders of a company must step aside for the business to reach the next level. Not true—as long as founders "crown the company" instead of themselves. • It's not reckless to make ever-escalating bets on your company's future, even going nose to nose with competitors many times your size. In fact, it turns out that the only safety comes in constantly upping the ante in exactly this way. • A Business Bermuda Triangle does exist, gobbling up companies on the verge of breakthrough. Presented here are three ways to navigate this potentially deadly hazard successfully. • However good you are—or think you are—you can't do it alone. Learn how to surround your company with networks of outside resources, aka "scaffolding," and how to enlist the aid of "insultants"—people who are willing to question a firm's existing assumptions and ways of doing business. With powerful and specific action steps concluding each chapter—and invaluable advice on virtually every page from business leaders who've taken their companies to extraordinary levels of growth and profitability—The Breakthrough Company is one of the most provocative, inspiring, and instructive business books you'll ever read. From the Hardcover edition.

"Keith McFarland is about to be added to the list of the top business thinkers—Tom Peters, Jim Collins, Ken Blanchard and Stephen Covey. If you buy only one business book in 2008, this one should be it." —Harvey Mackay, author of the #1 New York Times bestseller Swim with the Sharks Without Being Eaten Alive "Greatly needed! Features marvelous analysis of the principles that enable entrepreneurial enterprises to survive and thrive. It will inspire those in charge to become true leaders by rejecting 'small' goals rooted in ego and embracing visionary values that impart moral authority up and down the organizational ladder. I urge you to read this book: it's impressively researched, beautifully illustrated, and clearly written." —Stephen R. Covey, author of 7 Habits of Highly Effective People "McFarland successfully tackles the ever-present question for ambitious entrepreneurs: just how do you go from small to big—and prosper? This book has the makings of a classic." —Steve Forbes, President CEO, Editor-in-Chief, Forbes "THE BREAKTHROUGH COMPANY is a book that refreshingly and persuasively backs up -- with a wealth of hard evidence -- its contrarian claims regarding how to

elevate a growing business to undreamt of levelshellip;Think GOOD TO GREAT for those still small enough to think big."mdash;Bob Eckert, Chairman CEO, Mattel, Inc"Disdainful ofnnbsp; too-easily-accepted 'common wisdom,' zealous at getting to the real facts of what makes some companies stall out and others thrive, Keith McFarland's THE BREAKTHROUGH COMPANY offers a goldmine of insight to anyone who's ever dreamed that the business they lead can become a 'player.'"mdash;The Honorable Jack Kemp, Former Secretary of Housing and Urban Development, Former Vice-Presidential Candidate, Former US Congressman."A seriously g...About the AuthorKEITH R. McFARLAND is one of the nation's leading business consultants, having worked with corporations such as Microsoft, Motorola, Morgan Stanley, Vans, and House of Blues. A regular columnist for BusinessWeek, McFarland formerly served as CEO of technology firms Nivo International and Collectech Systems, and as dean of the Pepperdine University School of Business.From AudioFileThis book analyzes how to grow your company into one with a much larger bottom line. McFarland studied 7,000 companies over five years to see how they grew and what pushed them from small to large companies. McFarland focuses on nine companies in particular--Chico's, Fastenal, and seven others--as he examines how they grew from garage operations into large corporations. Practical advice, case studies, and specific action steps are intertwined with the histories of the companies. McFarland reads his work smoothly as he enumerates both his action steps and his involvement in the growth of the companies. A written list of chapter titles and action steps would enhance this otherwise practical audiobook. M.B.K. copy; AudioFile 2008, Portland, Maine-- Copyright copy; AudioFile, Portland, Maine