

Download Breakthrough : How Great Companies Set Outrageous Objectives And Achieve Them

But while Good to Great focused on lesser-known firms, this volume looks to blue chips like IBM, Dell, Schwab, Caterpillar and ADS. Davidson's premise is that "breakthrough" companies achieve what they do by setting outrageous objectives and pursuing them with single-minded intensity. The must-read summary of Bill Davidson's book: Breakthrough: How Great Companies Set Outrageous Objectives and Achieve Them". This complete summary of the ideas from Bill Davidson's book "Breakthrough" shows how the most successful companies get to the top and stay there by consistently challenging themselves to achieve goals that may seem unreasonable or even outrageous. Breakthrough: How Great Companies Set Outrageous Objectives and Achieve Them. Breakthrough will help executives lead their teams to peerless, unsurpassed performance by helping them define a grand goal and engage the organization to pursue and achieve that goal, no matter how difficult the challenge seems. Great corporations—from Standard Oil to Amazon—take radical concepts or business models to breakthrough to unprecedented heights. Bill Davidson, a former professor of management at the University of Southern California, was hired by IBM in the early 1990s to study how troubled companies position themselves for their next success cycle. - Breakthrough : How Great Companies Set Outrageous Objectives And Achieve Them