Good to Great by Jim Collins 2011-07-19 The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term outsize performance can be engineered into the DNA of an enterprise from the very beginning. But what about a company that is not born with great DNA? How can an average company become a great company? Jim Collins has spent decades researching the traits of the world’s best companies, all of which display characteristics that cause them to become powerhouses. In Good to Great, he explores how companies, institutions, and individuals rise to greatness, how they maintain it, and why they fall. Based on the most rigorous research he has ever conducted, Collins examines eight classic and contemporary companies across diverse industries: GE, IBM, Motorola,鞍钢, Procter & Gamble, 3M, Britvic, and Ford Motor Company. The result is a groundbreaking study that offers the most profound insight into the nature of greatness ever presented. The New Public Diplomacy 2013-07-12 Dir. DC, which triggered a global debate on public diplomacy, TV has become an issue in most countries. This book looks at the current situation from a different angle, and from a variety of angles analyzes the theory and practice of public diplomacy. It also examines how public diplomacy is likely to adapt to the changing environment.