



## **GOOD TO GREAT: Why Some Companies Make the Leap and Others Don't** by Jim Collins

**July 2010 - suggested reading schedule**

**July 2 - 4 - Chapter 1: Good Is the Enemy of Great**

**July 5 - 8 - Chapter 2: Level 5 Leadership**

**July 9 - 12 - Chapter 3: First Who... Then What**

**July 13 - 15 - Chapter 4: Confront the Brutal Facts (Yet Never Lose Faith)**

**July 16- 19 - Chapter 5: The Hedgehog Concept**

**July 20 - 22 - Chapter 6: A Culture of Discipline**

**July 23 - 25 - Chapter 7: Technology Accelerators**

**July 26 - 28 - Chapter 8: The Flywheel and the Doom Loop**

**July 29 - 31 - Chapter 9: From Good to Great to Built to Last**

**And be sure to tune in to [craftMBA.com](http://craftMBA.com) all month long for thoughts and discussions on the topics in Good to Great.**