

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

Jim Collins

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

Jim Collins

Good to Great and the Social Sectors: A Monograph to Accompany Good to Great Jim Collins 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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