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Collins. Jim is a lecturer and business consultant. His lectures focus on the subjects of business sustainability and economic growth. Collins attended Stanford University where he received his MBA in Mathematics.

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to Last. In the concluding chapter of Good to Great, Collins makes a connection between this book and his previous work, Built to Last, which represented the findings of a six-year study into the factors that determined whether a new company would survive in the long-term. First and foremost, Collins contends that companies need a

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