

built to last

built to last is more than just a phrase—it's a powerful concept that shapes how products, organizations, and ideas stand the test of time. This article explores what it means for something to be built to last, why durability and longevity matter in today's world, and how businesses, consumers, and creators can apply these principles for lasting success. From examining the roots of sustainable design to understanding corporate strategies that foster resilience, we'll break down the key elements that contribute to longevity in various sectors. You'll also discover actionable insights, examples, and practical tips for making choices that prioritize quality, value, and sustainability. Whether you're interested in building a brand, making smarter purchases, or learning from enduring companies, this guide will provide a comprehensive look at what it truly means to be built to last.

- Understanding the Concept of Built to Last
- The Importance of Durability and Longevity
- Key Principles for Building Things to Last
- Built to Last in Business and Brand Strategy
- Sustainable Design and Product Longevity
- Real-World Examples of Built to Last
- Tips for Applying "Built to Last" in Everyday Life
- Future Trends in Durability and Longevity

Understanding the Concept of Built to Last

The phrase "built to last" refers to the intentional creation of products, services, or organizations designed for durability, reliability, and long-term performance. Originating in manufacturing and engineering, it now extends to business strategy, architecture, and even personal development. When something is built to last, it resists obsolescence, withstands adversity, and delivers sustained value over time. This concept encourages investing in quality materials, robust construction, and thoughtful planning to ensure longevity. It's a guiding principle for those who seek to maximize their resources and minimize waste. By embracing built to last principles, individuals and companies can foster trust, reduce costs, and create legacies that endure.

The Importance of Durability and Longevity

Durability and longevity are essential attributes in products, infrastructure, and organizations. In a fast-paced consumer market, the longevity of an item can mean lower replacement costs, reduced environmental impact, and higher customer satisfaction. Companies that prioritize durable goods often earn a reputation for reliability, which translates into brand loyalty and repeat business. Likewise, organizations that are built to last exhibit resilience, adapting to changing markets and evolving technologies. For consumers, choosing products with a longer lifespan supports sustainable consumption and responsible investment. In sectors ranging from construction to technology, longevity is a mark of excellence and a competitive advantage.

Benefits of Durability

- Cost savings over time due to fewer replacements
- Reduced environmental footprint from less waste
- Enhanced user satisfaction and trust in products
- Improved brand reputation for reliability
- Greater resilience in challenging conditions

Key Principles for Building Things to Last

Creating something built to last requires a blend of design, material selection, craftsmanship, and strategic thinking. The following principles serve as a foundation for building durability into any project or product. These guidelines are equally applicable whether you're developing physical goods, digital platforms, or organizational structures. Each principle reinforces the idea that longevity is achievable through careful planning and execution.

Quality Materials

Choosing high-grade, sustainable materials is the cornerstone of durability. Premium metals, tough polymers, and responsibly sourced woods are examples of materials that extend the life of products. Material selection should balance performance, cost, and environmental impact.

Robust Design and Engineering

Designing for longevity involves anticipating wear and tear, stress points, and usage patterns. Engineering solutions such as reinforced joints, modular components, and protective finishes help ensure products withstand daily demands and adverse conditions.

Attention to Detail and Craftsmanship

Meticulous craftsmanship and quality control are vital for creating items that last. Skilled labor, rigorous testing, and adherence to standards prevent defects and enhance reliability. Investing in expertise pays dividends in the durability of the final product.

Future-Proofing

To create solutions built to last, consider adaptability and upgradeability. Modular designs, open architectures, and compatibility with emerging technologies allow for evolution without complete replacement. This future-proofing extends the useful life of products and systems.

Built to Last in Business and Brand Strategy

Organizations and brands that are built to last demonstrate resilience, adaptability, and enduring relevance. Long-lasting businesses are characterized by visionary leadership, strong core values, and commitment to customer needs. Strategic planning, investment in innovation, and a focus on sustainable growth are hallmarks of these companies. They prioritize employee development, cultivate a loyal customer base, and maintain ethical standards. By fostering a culture of continuous improvement, businesses can remain competitive and relevant across generations.

Attributes of Enduring Brands

- Consistent delivery of value and quality
- Transparent and ethical business practices
- Ability to adapt to market shifts
- Strong customer relationships
- Investment in people and innovation

Sustainable Design and Product Longevity

Sustainability is a critical component of built to last philosophy. Sustainable design aims to minimize environmental impact while maximizing product lifespan and user satisfaction. This approach incorporates resource-efficient manufacturing, recyclable materials, and energy-saving technologies. Designers and engineers must consider the entire lifecycle of a product—from raw material extraction to end-of-life disposal. Products that are easy to repair, upgrade, or recycle contribute to a circular economy and reduce waste. Sustainable design not only benefits the environment but also creates lasting value for consumers and businesses.

Strategies for Sustainable Product Longevity

- Design for disassembly and repair
- Use of renewable and recycled materials
- Energy-efficient manufacturing processes
- Extended warranties and support services
- Encouraging responsible consumer behavior

Real-World Examples of Built to Last

Numerous products and organizations exemplify the built to last philosophy. Iconic brands such as Toyota, Apple, and Levi's have become synonymous with durability and reliability. Architectural achievements like the Golden Gate Bridge and historic buildings showcase how thoughtful design and quality materials create lasting infrastructure. In the technology sector, platforms with robust security and scalable architecture persist through rapid change. These examples demonstrate that investing in longevity pays dividends in reputation, performance, and user loyalty.

Notable Built to Last Products

- Mechanical watches with decades-long lifespans
- Classic automobiles known for reliability
- Timeless furniture crafted from solid wood
- High-performance outdoor gear designed for extreme conditions

- Digital services with ongoing support and updates

Tips for Applying “Built to Last” in Everyday Life

Individuals can embrace the built to last philosophy by making informed choices in purchases, maintenance, and lifestyle. Prioritizing quality over quantity, maintaining possessions, and seeking out reliable brands are practical steps toward greater longevity. These habits not only reduce costs but also contribute to environmental sustainability. Applying built to last principles to personal routines, investments, and relationships fosters resilience and lasting fulfillment. By valuing durability, consumers support responsible manufacturing and help shape a more sustainable future.

Everyday Actions for Longevity

- Research products before buying for quality and reviews
- Opt for repairable and upgradable items
- Practice regular maintenance for vehicles and appliances
- Invest in timeless styles and designs
- Support brands with strong durability commitments

Future Trends in Durability and Longevity

The concept of built to last is evolving as technology, sustainability, and consumer expectations advance. Future trends include the integration of smart materials that self-repair, modular products that adapt to new needs, and digital platforms with enhanced security and scalability. Manufacturers and service providers are increasingly focused on circular economy models, which prioritize reuse and recycling. Consumer demand for transparency and accountability is driving businesses to offer longer warranties and lifecycle support. As society becomes more aware of environmental impacts, built to last will continue to influence product development, business strategy, and everyday choices.

Emerging Trends to Watch

- Smart materials and self-healing technologies
- Expansion of modular and customizable products
- Growth of circular economy initiatives
- Longer product warranties and lifecycle management
- Greater emphasis on transparency and ethical sourcing

Questions and Answers About Built to Last

Q: What does “built to last” mean in product design?

A: “Built to last” in product design refers to creating items that are durable, reliable, and able to perform consistently over an extended period. It involves selecting quality materials, robust engineering, and thoughtful design practices to maximize lifespan and minimize the need for replacement or repair.

Q: Why is built to last important for businesses?

A: Built to last is important for businesses because it fosters customer trust, reduces long-term costs, and enhances brand reputation. Companies known for durable products and reliable services often enjoy higher customer loyalty and can better adapt to changing market conditions.

Q: How can consumers identify products that are built to last?

A: Consumers can look for signs such as high-quality materials, positive user reviews, reputable brands, extended warranties, and the ability to repair or upgrade products. Certifications and third-party testing can also indicate superior durability.

Q: What role does sustainability play in built to last?

A: Sustainability is integral to built to last, as long-lasting products reduce waste, conserve resources, and minimize environmental impact.

Sustainable design practices ensure that products have a lower footprint throughout their lifecycle.

Q: Can digital products and services be built to last?

A: Yes, digital products and services can be built to last by focusing on security, scalability, ongoing support, and adaptability to technological changes. Regular updates and customer service also contribute to digital longevity.

Q: What industries benefit most from built to last principles?

A: Industries such as automotive, construction, technology, and consumer goods benefit significantly from built to last principles due to the high demands for reliability, safety, and long-term value.

Q: How does future-proofing relate to built to last?

A: Future-proofing is a strategy within built to last, focusing on adaptability and upgradeability. Products and systems designed with future-proofing can evolve with changing needs and technologies, extending their useful life.

Q: What are some common challenges in implementing built to last?

A: Common challenges include higher upfront costs, balancing innovation with durability, and navigating supply chain constraints for quality materials. Overcoming these obstacles requires strategic planning and a commitment to long-term value.

Q: Are there trade-offs between cost and durability?

A: There can be trade-offs, as higher-quality materials and craftsmanship often lead to increased initial costs. However, the long-term savings from reduced replacements and maintenance typically outweigh the upfront investment.

Q: How can organizations ensure their brand is built

to last?

A: Organizations can ensure longevity by maintaining consistent quality, listening to customer feedback, investing in employee development, and adapting to market trends. Ethical practices and a focus on sustainable growth also contribute to enduring success.

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Built to Last: Creating Enduring Value in a Disposable World

Introduction:

In a world obsessed with the latest trends and fleeting fads, the concept of "built to last" feels almost revolutionary. We're bombarded with disposable products, planned obsolescence, and the constant pressure to upgrade. But what if we shifted our focus? What if, instead of chasing the ephemeral, we embraced quality, durability, and longevity? This blog post explores the multifaceted meaning of "built to last," examining its implications for products, relationships, and even our own personal well-being. We'll delve into practical strategies for fostering enduring value in every aspect of our lives, from choosing sustainable products to cultivating meaningful connections. Prepare to rethink your approach to consumption and build a life that truly stands the test of time.

H2: The Enduring Appeal of "Built to Last"

The phrase "built to last" evokes a sense of reliability, trustworthiness, and enduring quality. It's a promise of longevity, a guarantee that the product, relationship, or endeavor will withstand the passage of time. In a consumer culture driven by immediate gratification, this promise resonates deeply. We're yearning for something more substantial, something that transcends the ephemeral nature of trends and offers lasting value. This desire extends beyond material possessions; we seek lasting relationships, fulfilling careers, and a legacy that outlives us.

H2: Built to Last: Choosing Products That Stand the Test of Time

The pursuit of "built to last" in the realm of products requires conscious consumption. It means prioritizing quality over quantity, durability over disposability. This involves:

H3: Researching Brands and Materials:

Before purchasing any item, research the brand's reputation and the materials used in its construction. Look for companies with a history of producing high-quality, long-lasting goods. Consider the environmental impact of the materials and the brand's commitment to sustainability.

H3: Investing in Quality over Quantity:

While the initial cost of a high-quality product might be higher, the long-term value often outweighs the price. A durable item will require fewer replacements, saving you money and reducing waste in the long run.

H3: Repairing Instead of Replacing:

When something breaks, consider repairing it instead of immediately replacing it. Learning basic repair skills can significantly extend the lifespan of your belongings.

H2: Building Lasting Relationships: The Foundation of a Fulfilling Life

The principle of "built to last" applies equally to our relationships. Meaningful connections require nurturing, effort, and a commitment to longevity.

H3: Communication and Understanding:

Open and honest communication is crucial for building strong, lasting relationships. Actively listen to your loved ones, express your feelings honestly, and strive to understand their perspectives.

H3: Shared Values and Goals:

Relationships thrive when partners share common values and goals. Having a shared vision for the future provides a sense of purpose and strengthens the bond between individuals.

H3: Forgiveness and Resilience:

Conflicts are inevitable in any relationship. The ability to forgive and move forward from disagreements is essential for building resilience and fostering long-term connection.

H2: Building a Life That Lasts: Personal Growth and Legacy

Beyond products and relationships, the concept of "built to last" extends to our personal lives. It encompasses our pursuit of knowledge, our commitment to personal growth, and the legacy we leave behind.

H3: Continuous Learning and Self-Improvement:

Embracing lifelong learning expands our horizons and enriches our lives. Continuously seeking knowledge, developing new skills, and challenging ourselves keeps us engaged and fulfilled.

H3: Contributing to Something Larger Than Ourselves:

Finding purpose and meaning in life often involves contributing to something larger than ourselves. Whether it's volunteering, mentoring, or pursuing a passion project, contributing to a cause we believe in adds depth and significance to our lives.

H3: Creating a Positive Legacy:

The legacy we leave behind is a testament to the life we've lived. By focusing on making a positive impact on the world, we create a lasting contribution that extends beyond our own lifespan.

Conclusion:

In a world that often prioritizes speed and disposability, embracing the philosophy of "built to last" requires conscious effort and a long-term perspective. By choosing quality products, nurturing meaningful relationships, and pursuing personal growth, we can create a life of enduring value, leaving a legacy that stands the test of time. It's a journey, not a destination, and one well worth taking.

FAQs:

1. How can I tell if a product is truly "built to last"? Look for products with warranties, positive customer reviews highlighting durability, and brands known for their commitment to quality and craftsmanship. Examine materials carefully - durable materials are key.
2. Is it always more expensive to buy products built to last? While the initial cost might be higher, the long-term savings from fewer replacements often make it a more cost-effective choice.
3. What if I can't afford to buy only high-quality items? Prioritize buying durable items for essential needs first, and consider buying second-hand or repairing existing items where possible.
4. How do I maintain long-term relationships in a fast-paced world? Schedule regular quality time, practice active listening, and consistently invest effort in communication and understanding.
5. How can I create a lasting positive legacy? Identify your passions and values, and find ways to contribute meaningfully to your community or a cause you believe in. Leave behind positive memories and a sense of contribution.

built to last: Built to Last James Charles Collins, Jerry I. Porras, 1996 Visionary companies are built by visionary leaders, whose ideas live on long after their death. This book examines 18 world class companies and the reasons for their success.

built to last: *Built to Last: Successful Habits of Visionary Companies* , 2002

built to last: *Built to Last* Jim Collins, Jerry I. Porras, 2011-08-30 This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies. So write Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate

School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: What makes the truly exceptional companies different from other companies? What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter & Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.

built to last: Success Built to Last Jerry Porras, Stewart Emery, Mark Thompson, 2007-08-28 The phenomenal follow-up to the bestselling Built to Last Imagine discovering what successful people have in common, distilling it into a set of simple practices, and using them to transform your career and your life. That's what Jerry Porras, Stewart Emery, and Mark Thompson, leading thinkers in organizational development and self-improvement, have done in Success Built to Last. Two hundred remarkable people are included, notably: -Jeff Bezos, founder and CEO, Amazon.com -Warren Buffett -Bill Clinton -Frances Hesselbein, former CEO, Girl Scouts of America -Maya Angelou -Bill Gates Each shares how he or she harvested victories, learned from failures, and found the courage to be true to their passions. By following a set of simple principles culled from these inspiring interviews, readers can transform their business and personal lives, and discover the true meaning of success.

built to last: Cultures Built to Last Richard DuFour, Michael Fullan, 2013-05-20 Take your professional learning community to the next level! Discover a systemwide approach for re-envisioning your PLC while sustaining growth and continuing momentum on your journey. You'll move beyond isolated pockets of excellence while allowing every person in your school system—from teachers and administrators to students—the opportunity to be an instrument of lasting cultural change.

built to last: Built to Last Erin Hahn, 2022-10-18 I loved this delightful romance about makeovers of old homes, old personas, and relationships that never had a chance to launch. A sweet, charming reminder of what you can build with a strong foundation. - Jodi Picoult, #1 New York Times bestselling author of The Book of Two Ways Erin Hahn's Built to Last is a sparkling second chance romance about owning what you're worth and fighting for the one who got away. Shelby Springfield has spent the last ten years trying to overcome her past, sanding it away like the rough spots on the vintage furniture she makes over. But as a former child star, it's hard to forget a widely documented meltdown and huge public break up with her former co-star Lyle Jessup. It's also hard to forget her other co-star and childhood sweetheart, Cameron Riggs—the one who got away. Anytime Shelby has called, Cameron has come running... And then he runs right off again to chase stories around the world by making documentaries, too scared to admit what he really wants. But when Lyle stirs the pot, getting the two back in the spotlight with a home renovation show, Cameron can't help but get on board. There's something in it for everyone—almost. Cameron wants to set down some roots. Shelby wants to prove she's not the messy party girl anymore. And a jealous Lyle

can't help but try to get in the way. But for his two childhood friends who had more chemistry than he could ever dream of, nothing is getting in the way of their second chance at love. "Thank you, Erin Hahn, for making me laugh and swoon and cry sweet, happy tears. Can I live in this book? - Jen Doll, author of *Save the Date* and *Unclaimed Baggage*

built to last: *Built to Last* David Macaulay, 2010-10-25 A nomad fashion's a home that's meant to be built and rebuilt. A family tears down an old house and erects a new one in its place. Even the Eiffel Tower wasn't meant to be anything more than temporary. As humans, we don't always build things to endure the test of time. *Built to Last* brings together the award-winning author and artist David Macaulay's creative, exacting thinking about buildings and designs that were crafted with a strength of structure and purpose that defy the everyday: Castle, Cathedral, and Mosque. This gorgeous volume includes newly researched information about each building and how it was built. And, for the first time ever, the Caldecott Honor-winning Castle and Cathedral appear in full color—with stunning new drawings that enrich the reader's understanding of these structures, and capture intriguing new perspectives and details. Just as the buildings themselves were created to last, our interest in the structures themselves, the people who created them, and the purposes for which they were made endures as well. This impeccably researched volume—a necessary addition to the bookshelf of anyone interested in architecture—celebrates this spirit of endurance and serves as a reminder that building well and leaving something of consequence behind, whether a building, a design, or an idea, is still of the utmost importance.

built to last: *Turning the Flywheel* Jim Collins, 2019-02-26 A companion guidebook to the number-one bestselling *Good to Great*, focused on implementation of the flywheel concept, one of Jim Collins' most memorable ideas that has been used across industries and the social sectors, and with startups. The key to business success is not a single innovation or one plan. It is the act of turning the flywheel, slowly gaining momentum and eventually reaching a breakthrough. Building upon the flywheel concept introduced in his groundbreaking classic *Good to Great*, Jim Collins teaches readers how to create their own flywheel, how to accelerate the flywheel's momentum, and how to stay on the flywheel in shifting markets and during times of turbulence. Combining research from his *Good to Great* labs and case studies from organizations like Amazon, Vanguard, and the Cleveland Clinic which have turned their flywheels with outstanding results, Collins demonstrates that successful organizations can disrupt the world around them—and reach unprecedented success—by employing the flywheel concept.

built to last: *Good to Great* James Charles Collins, 2001 Can a good company become a great one and, if so, how? After a five-year research project, Collins concludes that good to great can and does happen. In this book, he uncovers the underlying variables that enable any type of organization to

built to last: *How the Mighty Fall* Jim Collins, 2011-09-06 Decline can be avoided. Decline can be detected. Decline can be reversed. Amidst the desolate landscape of fallen great companies, Jim Collins began to wonder: How do the mighty fall? Can decline be detected early and avoided? How far can a company fall before the path toward doom becomes inevitable and unshakable? How can companies reverse course? In *How the Mighty Fall*, Collins confronts these questions, offering leaders the well-founded hope that they can learn how to stave off decline and, if they find themselves falling, reverse their course. Collins' research project—more than four years in duration—uncovered five step-wise stages of decline: Stage 1: Hubris Born of Success Stage 2: Undisciplined Pursuit of More Stage 3: Denial of Risk and Peril Stage 4: Grasping for Salvation Stage 5: Capitulation to Irrelevance or Death By understanding these stages of decline, leaders can substantially reduce their chances of falling all the way to the bottom. Great companies can stumble, badly, and recover. Every institution, no matter how great, is vulnerable to decline. There is no law of nature that the most powerful will inevitably remain at the top. Anyone can fall and most eventually do. But, as Collins' research emphasizes, some companies do indeed recover—in some cases, coming back even stronger—even after having crashed into the depths of Stage 4. Decline, it turns out, is largely self-inflicted, and the path to recovery lies largely within our own hands. We are

not imprisoned by our circumstances, our history, or even our staggering defeats along the way. As long as we never get entirely knocked out of the game, hope always remains. The mighty can fall, but they can often rise again.

built to last: BE 2.0 (Beyond Entrepreneurship 2.0) Jim Collins, William Lazier, 2020-12-01 From Jim Collins, the most influential business thinker of our era, comes an ambitious upgrade of his classic, *Beyond Entrepreneurship*, that includes all-new findings and world-changing insights. What's the roadmap to create a company that not only survives its infancy but thrives, changing the world for decades to come? Nine years before the publication of his epochal bestseller *Good to Great*, Jim Collins and his mentor, Bill Lazier, answered this question in their bestselling book, *Beyond Entrepreneurship*. *Beyond Entrepreneurship* left a definitive mark on the business community, influencing the young pioneers who were, at that time, creating the technology revolution that was birthing in Silicon Valley. Decades later, successive generations of entrepreneurs still turn to the strategies outlined in *Beyond Entrepreneurship* to answer the most pressing business questions. BE 2.0 is a new and improved version of the book that Jim Collins and Bill Lazier wrote years ago. In BE 2.0, Jim Collins honors his mentor, Bill Lazier, who passed away in 2005, and reexamines the original text of *Beyond Entrepreneurship* with his 2020 perspective. The book includes the original text of *Beyond Entrepreneurship*, as well as four new chapters and fifteen new essays. BE 2.0 pulls together the key concepts across Collins' thirty years of research into one integrated framework called The Map. The result is a singular reading experience, which presents a unified vision of company creation that will fascinate not only Jim's millions of dedicated readers worldwide, but also introduce a new generation to his remarkable work.

built to last: *Built to Last* Aurora Rey, 2016-04-12 Olivia Bennett is on the tenure track at Cornell University, the resident expert on Southern women writers. After moving to upstate New York from Atlanta, she falls in love with and purchases an old, run-down farmhouse. The only catch: she knows nothing about renovating a house, taking care of land, or snow. Joss Bauer is a New York native who grew up in her family's construction business. She has a soft spot for old houses, but no patience for overpaid debutantes who want to play at country living. When Olivia hires Joss to do the renovations on her new home, the sparks fly, in more ways than one. It turns out both women have a lot to learn about life, love, and the meaning of home. But when a scandal threatens Olivia's professional reputation, it puts her priorities and her newfound love on the line.

built to last: Creative Destruction Richard Foster, Sarah Kaplan, 2011-04-20 Turning conventional wisdom on its head, a Senior Partner and an Innovation Specialist from McKinsey & Company debunk the myth that high-octane, built-to-last companies can continue to excel year after year and reveal the dynamic strategies of discontinuity and creative destruction these corporations must adopt in order to maintain excellence and remain competitive. In striking contrast to such bibles of business literature as *In Search of Excellence* and *Built to Last*, Richard N. Foster and Sarah Kaplan draw on research they conducted at McKinsey & Company of more than one thousand corporations in fifteen industries over a thirty-six-year period. The industries they examined included old-economy industries such as pulp and paper and chemicals, and new-economy industries like semiconductors and software. Using this enormous fact base, Foster and Kaplan show that even the best-run and most widely admired companies included in their sample are unable to sustain their market-beating levels of performance for more than ten to fifteen years. Foster and Kaplan's long-term studies of corporate birth, survival, and death in America show that the corporate equivalent of El Dorado, the golden company that continually outperforms the market, has never existed. It is a myth. Corporations operate with management philosophies based on the assumption of continuity; as a result, in the long term, they cannot change or create value at the pace and scale of the markets. Their control processes, the very processes that enable them to survive over the long haul, deaden them to the vital and constant need for change. Proposing a radical new business paradigm, Foster and Kaplan argue that redesigning the corporation to change at the pace and scale of the capital markets rather than merely operate well will require more than simple adjustments. They explain how companies like Johnson and Johnson, Enron, Corning, and GE are overcoming

cultural lock-in by transforming rather than incrementally improving their companies. They are doing this by creating new businesses, selling off or closing down businesses or divisions whose growth is slowing down, as well as abandoning outdated, ingrown structures and rules and adopting new decision-making processes, control systems, and mental models. Corporations, they argue, must learn to be as dynamic and responsive as the market itself if they are to sustain superior returns and thrive over the long term. In a book that is sure to shake the business world to its foundations, *Creative Destruction*, like *Re-Engineering the Corporation* before it, offers a new paradigm that will change the way we think about business.

built to last: Built to Last Joanne Mattern, 2011-08 Explores the forces of nature and how humans can create buildings that are prepared for earthquakes, hurricanes, and other natural disasters.

built to last: Designed to Last Ashley and Dino Petrone, 2022-04-05 NATIONAL BESTSELLER! "Ashley and Dino bring light and hope for relationships in this beautiful book. Explore *Designed to Last* with open eyes and an open heart, and discover how to find joy in the in-between." —Liz Marie Galvan, bestselling author of *Cozy White Cottage* and *LizMarieBlog* Design a life intentionally. Grow faithfully. Create something beautiful that will last! Over half a million readers have joined the journey of Instagram sensations Ashley and Dino Petrone. Through their popular online community Arrows and Bow, Ashley and Dino share their adventures, mishaps, and joys of building a life together using an unexpected element: design. Now, in their much-anticipated debut book, Ashley and Dino invite readers into their home and relationship through their trademark honest and hilarious storytelling. They share both never-before-revealed and fan-favorite stories, including getting engaged after only three weeks! why they chose to wait until their wedding night moving into an RV with three kids (and they're still speaking to each other!) the unexpected, painful circumstances that led them to find deeper hope turning Ashley's creative hobby into a thriving business . . . and so. much. more! Ashley and Dino are the first to say they don't have all the answers, but they welcome you to join them as they share the struggles and successes that come from intentionally staying committed to God and each other. Because when you build with faith, creativity, and love as the foundation . . . you build something designed to last. Includes exclusive photos and bonus DIY decorating tips!

built to last: Marriage Built to Last Jeniffer Karina, 2011-07-01 Marriage is a journey that begins with a decision. But that decision belies the myriad challenges that often wreck many marriage relationships, even before they take shape. How can you make your marriage survive the mile and make it to the finish line? In *Marriage Built to Last*, Jennifer Karina addresses the key challenges that face the modern marriage: communication, intimacy, sex, infidelity, and finances. Using her experience of over 30 years as both wife and mother, as well as those of others from her counselling sessions, she shows that there is no challenge too impossible to overcome. Beginning with the marriage proposal, she walks the marriage journey step by step, in a way that makes it so easy to follow. This is a useful guide to all women, especially young women, who are determined to find and sustain a happy and lasting marriage.

built to last: Harry's Last Stand Harry Leslie Smith, 2014-06-05 'A kind of epic poem, one that moves in circular fashion from passionate denunciation to intense autobiographical reflection ... should be required reading for every MP, peer, councillor, civil servant and commentator. The fury and sense of powerlessness that so many people feel at government policy beam out of every page.' The Guardian 'It is not enough to read Harry's record of the struggles and hopes of a generation - we have to re-assert his principles of common ownership and the welfare state. If Harry can do it, we should too!' Ken Loach, Director of I, Daniel Blake 'As one of the last remaining survivors of the Great Depression and the Second World War, I will not go gently into that good night. I want to tell you what the world looks like through my eyes, so that you can help change it...' In November 2013, 91-year-old Yorkshireman, RAF veteran and ex-carpet salesman Harry Leslie Smith's Guardian article - 'This year, I will wear a poppy for the last time' - was shared over 80,000 times on Facebook and started a huge debate about the state of society. Now he brings his unique perspective to bear

on NHS cutbacks, benefits policy, political corruption, food poverty, the cost of education – and much more. From the deprivation of 1930s Barnsley and the terror of war to the creation of our welfare state, Harry has experienced how a great civilisation can rise from the rubble. But at the end of his life, he fears how easily it is being eroded. Harry's Last Stand is a lyrical, searing modern invective that shows what the past can teach us, and how the future is ours for the taking. 'Smith's unwavering will to turn things around makes for inspirational reading.' Big Issue North '[With] sheer emotional power ... Harry Leslie Smith reminds us what society without good public services actually looks and feels like.' New Statesman

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built to last: Great by Choice Jim Collins, Morten T. Hansen, 2011-10-11 Ten years after the worldwide bestseller Good to Great, Jim Collins returns with another groundbreaking work, this time to ask: why do some companies thrive in uncertainty, even chaos, and others do not? Based on nine years of research, buttressed by rigorous analysis and infused with engaging stories, Collins and his colleague Morten Hansen enumerate the principles for building a truly great enterprise in unpredictable, tumultuous and fast-moving times. This book is classic Collins: contrarian, data-driven and uplifting.

built to last: Start with Why Simon Sinek, 2009-10-29 The inspiring, life-changing bestseller by the author of LEADERS EAT LAST and TOGETHER IS BETTER. In 2009, Simon Sinek started a movement to help people become more inspired at work, and in turn inspire their colleagues and customers. Since then, millions have been touched by the power of his ideas, including more than 28 million who've watched his TED Talk based on START WITH WHY -- the third most popular TED video of all time. Sinek starts with a fundamental question: Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who've had the greatest influence in the world all think, act, and communicate the same way -- and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

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built to last: The Five Temptations of a CEO Patrick M. Lencioni, 2008-06-23 A commemorative edition of the landmark book from Patrick Lencioni When it was published ten years ago, *The Five Temptations of a CEO* was like no other business book that came before. Highly sought-after management consultant Patrick Lencioni deftly told the tale of a young CEO who, facing his first annual board review, knows he is failing, but doesn't know why. Refreshingly original and utterly compelling, this razor-sharp novelette plus self-assessment (written to be read in one sitting) serves as a timeless and potent reminder that success as a leader can come down to practicing a few simple behaviors that are painfully difficult for each of us to master. Any executive can learn how to recognize the mistakes that leaders can make and how to avoid them. The lessons in *The Five Temptations of a CEO*, are as relevant today as ever, and this special anniversary edition celebrates ten years of inspiration and enlightenment with a brand-new introduction and reflections from Lencioni on new challenges in business and leadership that have arisen in the past ten years.

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labor. Unfortunately, according to John Warrillow, most owners find that stepping out of the picture is extremely difficult because their business relies too heavily on their personal involvement. Without them, their company—no matter how big or profitable—is essentially worthless. But the good news is that entrepreneurs can take specific steps—no matter what stage a business is in—to create a valuable, sellable company. Warrillow shows exactly what it takes to create a solid business that can thrive long into the future.

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Believing that there is no singular formula for strategy, Wurtzel emphasizes the “Habits of Mind” that influence critical management decisions. With key takeaways at the end of each chapter, Wurtzel offers advice and guidance to ensure any business stays on track, even in the wake of disruption, a changing consumer landscape, and new competitors. Part social history, part cautionary tale, and part business strategy guide, *Good to Great to Gone: The 60 Year Rise and Fall of Circuit City* features a memorable story with critical leadership lessons.

built to last: *Execution* Larry Bossidy, Ram Charan, Charles Burck, 2009-11-10 #1 NEW YORK TIMES BESTSELLER • More than two million copies in print! The premier resource for how to deliver results in an uncertain world, whether you’re running an entire company or in your first management job. “A must-read for anyone who cares about business.”—The New York Times When *Execution* was first published, it changed the way we did our jobs by focusing on the critical importance of “the discipline of execution”: the ability to make the final leap to success by actually getting things done. Larry Bossidy and Ram Charan now reframe their empowering message for a world in which the old rules have been shattered, radical change is becoming routine, and the ability to execute is more important than ever. Now and for the foreseeable future: • Growth will be slower. But the company that executes well will have the confidence, speed, and resources to move fast as new opportunities emerge. • Competition will be fiercer, with companies searching for any possible advantage in every area from products and technologies to location and management. • Governments will take on new roles in their national economies, some as partners to business, others imposing constraints. Companies that execute well will be more attractive to government entities as partners and suppliers and better prepared to adapt to a new wave of regulation. • Risk management will become a top priority for every leader. *Execution* gives you an edge in detecting new internal and external threats and in weathering crises that can never be fully predicted. *Execution* shows how to link together people, strategy, and operations, the three core processes of every business. Leading these processes is the real job of running a business, not formulating a “vision” and leaving the work of carrying it out to others. Bossidy and Charan show the importance of being deeply and passionately engaged in an organization and why robust dialogues about people, strategy, and operations result in a business based on intellectual honesty and realism. With paradigmatic case histories from the real world—including examples like the diverging paths taken by Jamie Dimon at JPMorgan Chase and Charles Prince at Citigroup—*Execution* provides the realistic and hard-nosed approach to business success that could come only from authors as accomplished and insightful as Bossidy and Charan.

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built to last: *Built to Last* Michael Murphy, 2020-08-25 Building change for the long game It's natural to resist change – but when we fundamentally commit to putting our students first, we must also commit to make lasting changes in current practice. Can we lead individuals and school teams to embrace strategic effort and lasting growth despite challenging circumstances and inevitable resistance? For school leaders willing to change their behavior on behalf of their teams, the answer is Yes! This practical, thoughtful book builds on what we already know about change, invites reflection, and provides guidance to develop changes that will last. Readers will learn to: Organize and create conditions in which staff and students flourish Focus on phases of change and address the critical leadership practices that will simultaneously move change forward and address the kinds

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built to last: *The Amityville Horror* Jay Anson, 2019-12-03 "A fascinating and frightening book" (Los Angeles Times)—the bestselling true story about a house possessed by evil spirits, haunted by psychic phenomena almost too terrible to describe. In December 1975, the Lutz family moved into their new home on suburban Long Island. George and Kathleen Lutz knew that, one year earlier, Ronald DeFeo had murdered his parents, brothers, and sisters in the house, but the property—complete with boathouse and swimming pool—and the price had been too good to pass up. Twenty-eight days later, the entire Lutz family fled in terror. This is the spellbinding, shocking true story that gripped the nation about an American dream that turned into a nightmare beyond imagining—"this book will scare the hell out of you" (Kansas City Star).

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the most comprehensive and accessible guide on using mental models to better understand our world, solve problems, and gain an advantage.

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