

CONTENTS

<i>Acknowledgments</i>	ix
<i>Preface</i>	xiii
1: Good Is the Enemy of Great	1
2: Level 5 Leadership	17
3: First Who . . . Then What	41
4: Confront the Brutal Facts (Yet Never Lose Faith)	65
5: The Hedgehog Concept (Simplicity within the Three Circles)	90
6: A Culture of Discipline	120
7: Technology Accelerators	144
8: The Flywheel and the Doom Loop	164
9: From Good to Great to Built to Last	188
EPILOGUE: Frequently Asked Questions	211
<i>Research Appendices</i>	219
<i>Notes</i>	261
<i>Index</i>	287