

***NEW YORK TIMES* BESTSELLER**

**UNCERTAINTY, CHAOS, AND LUCK—
WHY SOME THRIVE DESPITE THEM ALL**

GREAT BY CHOICE

Jim Collins

AUTHOR OF *GOOD TO GREAT*

4 MILLION COPIES SOLD

Morten T. Hansen

Resumo de Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All

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.

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