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# By Jim Collins Morten T Hansen Great By Choice Uncertainty Chaos And Luck Why Some Thrive Despite Them All

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Why Some Companies Make the Leap...And  
Others Don't

Fixing Workplaces and Careers One Truth at a  
Time

4 Simple Strategies for Mastering the Art of  
Execution

A Novel

7 Laws of Real Church Growth

Learn from the Stories of 25 Entrepreneurs

Who've Built Thriving Businesses

Great by Choice

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Futuristic Violence and Fancy Suits

Uncertainty, Chaos, and Luck--Why Some Thrive  
Despite Them All

The Five Dysfunctions of a Team

What Customers Crave

Good to Great  
Turning Your Business into an Enduring Great  
Company  
Dare to Lead  
New Trends in Physics Education Research  
What High Achievers Know That Brilliant  
Machines Never Will  
It's Not Rocket Science  
The Wisest One in the Room  
How to Create Relevant and Memorable  
Experiences at Every Touchpoint  
Turning the Flywheel  
A Monograph to Accompany Good to Great  
The Hidden Habits of Top Performers  
Beyond Entrepreneurship  
How Leaders Avoid the Traps, Create Unity, and  
Reap Big Results  
The Heart and Soul of High-Performance  
Companies  
Lasting Lessons from the Best Leadership Minds  
of Our Time  
Participant Workbook  
Successful Habits of Visionary Companies  
How You Can Benefit from Social Psychology's  
Most Powerful Insights  
Uncertainty, Chaos, and Luck--Why Some Thrive  
Despite Them All  
Great by Choice  
Collaboration  
Joan Garry's Guide to Nonprofit Leadership  
A Monograph to Accompany Good to Great  
Law and Policy for the Quantum Age

How Youth Culture Is Reinventing Capitalism  
How the Mighty Fall  
How Top Performers Do Less, Work Better, and  
Achieve More | A Guide to the Book by Morten T.  
Hansen  
The Habit of Excellence

By Jim  
Collins  
Morten T  
Hansen  
Great By  
Choice  
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Luck Why  
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Despite  
Them All

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## WENDY LACI

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Why Some  
Companies  
Make the  
Leap...And  
Others Don't  
Baker Books  
The classic  
bestseller on  
performance  
management  
is updated to  
reflect  
changes in  
today's  
working  
environment.

When an  
employer  
needs to know  
how to gain  
maximum  
performance  
from  
employees,  
renowned  
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psychologist--  
Aubrey  
Daniels is the  
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stimuli to the

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while making  
it fun at the  
same time.  
Now Daniels  
updates his  
ground-  
breaking book  
with the latest  
and best  
motivational  
methods,  
perfected at  
such  
companies as  
Xerox, 3M,  
and Kodak.  
All-new  
material  
shows how to:  
create  
effective  
recognition  
and rewards  
systems in

line with today's employees want; Stimulate innovations and creativity in new and exciting ways; overcome problems associated with poorly educated workers; motivate young employees from the minute they join the workforce.

**Fixing Workplaces and Careers One Truth at a Time**

Harper Collins  
If you head a small to mid-sized enterprise or

one within a larger firm, here is a remarkable book that can help you build an extraordinary organization capable of long-term health and success.

Beyond *Entrepreneurs* hip shows how to turn your business into an entity that "sustains high performance, rises to the status of role model, and remains great for generations," in the words of the authors. Step by step, Collins and Lazier reveal

how to lay a foundation for greatness, while a company is still small and adaptable enough to fully embody the values of its leaders. Drawing on their many years of first-hand experience working in private industry and serving as business consultants, Collins and Lazier cover all the essential aspects of attaining corporate greatness-- supported by dozens of real-

life examples of firms as diverse as Mrs. Fields Cookies, Continental Cablevision, and Giro Sport Design. In Beyond Entrepreneurs hip they provide tested ideas and methods for developing the most effective leadership style for your personality characteristics ... and developing the 7 key elements of a leadership style to inspire real loyalty and dedication. Then, they	move on to an often overlooked function of leadership: catalyzing a vision. Every great company has at its core a compelling vision. You'll discover a clear and useful framework for setting corporate vision--a framework that removes the confusion about this important and elusive topic, yet retains the "spark" that's an essential quality of a motivating and effective overall vision.	Collins and Lazier also discuss and illustrate the four key principles of setting business strategy, and explain how to resolve critical strategic issues--like whether to lead a market or follow--faced by every small to mid-sized firm. The authors present a set of concepts and practical suggestions for stimulating creativity and keeping your company innovative as it evolves. Finally, they
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spell out how to translate vision and strategy into effective business tactics, the day-to-day details of producing consistent excellence. Here is a comprehensive, how-to-do-it blue print for becoming the best in your industry; crafting an entity that's highly profitable and respected by people outside its walls.

4 Simple Strategies for Mastering the Art of Execution  
Simon &

Schuster  
The new question  
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. The new study Great by Choice distinguishes itself from Collins's prior work by its focus not just on performance, but also on the type of unstable environments faced by leaders today. With a team of more than twenty researchers, Collins and Hansen studied

companies that rose to greatness—beating their industry indexes by a minimum of ten times over fifteen years—in environments characterized by big forces and rapid shifts that leaders could not predict or control. The research team then contrasted these “10X companies” to a carefully selected set of comparison companies that failed to achieve greatness in similarly extreme

environments. The new findings The study results were full of provocative surprises. Such as: The best leaders were not more risk taking, more visionary, and more creative than the comparisons; they were more disciplined, more empirical, and more paranoid. Innovation by itself turns out not to be the trump card in a chaotic and uncertain world; more important is the ability to

scale innovation, to blend creativity with discipline. Following the belief that leading in a “fast world” always requires “fast decisions” and “fast action” is a good way to get killed. The great companies changed less in reaction to a radically changing world than the comparison companies. The authors challenge conventional wisdom with thought-provoking, sticky, and supremely

practical concepts. They include: 10Xers; the 20 Mile March; Fire Bullets, Then Cannonballs; Leading above the Death Line; Zoom Out, Then Zoom In; and the SMaC Recipe. Finally, in the last chapter, Collins and Hansen present their most provocative and original analysis: defining, quantifying, and studying the role of luck. The great companies and the

leaders who built them were not luckier than the comparisons, but they did get a higher Return on Luck. This book is classic Collins: contrarian, data-driven, and uplifting. He and Hansen show convincingly that, even in a chaotic and uncertain world, greatness happens by choice, not chance. *A Novel* Harvard Business Press The Quantum Age cuts through the

hype to demystify quantum technologies, their development paths, and the policy issues they raise. 7 Laws of Real Church Growth Penguin 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. [Learn from the Stories of 25 Entrepreneurs Who've Built Thriving Businesses](#) ZIP Reads Explores the influence of youth culture on transforming mainstream society through innovative cooperative venues and modern "do-it-yourself" values, in a report that reveals what can be learned

through the indirect social experiments being performed by today's young artists and entrepreneurs . Reprint.

**Great by Choice**

Random House New York Times bestselling author David Wong takes readers to a whole new level with his latest darkly comic sci-fi thriller.

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**Immer** Simon & Schuster The Wall Street Journal Essential Guide to

Management offers “Lasting Lessons from the Best Leadership Minds of Our Time.”

Compiled by Alan Murray, Deputy Managing Editor of the Wall Street Journal, this is the definitive guide to how to be a successful manager from the world’s most respected business publication—a n indispensable handbook for new managers and veterans alike, providing solid business

strategies to help them put their best ideas to work.

Futuristic

Violence and

Fancy Suits

Harper Collins The Wall Street Journal bestseller—a Financial Times Business Book of the Month and named by The Washington Post as “One of the 11 Leadership Books to Read in 2018”—is “a refreshingly data-based, clearheaded guide” (Publishers Weekly) to individual performance, based on a

groundbreaking study. Why do some people perform better at work than others? This deceptively simple question continues to confound professionals in all sectors of the workforce. Now, after a unique, five-year study of more than 5,000 managers and employees, Morten Hansen reveals the answers in his "Seven Work Smarter Practices" that can be applied by anyone

looking to maximize their time and performance. Each of Hansen's seven practices is highlighted by inspiring stories from individuals in his comprehensive study. You'll meet a high school principal who engineered a dramatic turnaround of his failing high school; a rural Indian farmer determined to establish a better way of life for women in his village; and a sushi chef, whose simple

preparation has led to his unassuming restaurant being awarded the maximum of three Michelin stars. Hansen also explains how the way Alfred Hitchcock filmed Psycho and the 1911 race to become the first explorer to reach the South Pole both illustrate the use of his seven practices. Each chapter "is intended to inspire people to be better workers...and improve their own work performance"

(Booklist) with questions and key insights to allow you to assess your own performance and figure out your work strengths, as well as your weaknesses. Once you understand your individual style, there are mini-quizzes, questionnaires, and clear tips to assist you focus on a strategy to become a more productive worker. Extensive, accessible, and friendly, Great at Work will help us

“reengineer our work lives, reduce burnout, and improve performance and job satisfaction” (Psychology Today).  
**Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All**  
 Great by Choice Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All  
 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.

The Five Dysfunctions of a Team

McGraw Hill Professional  
The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA

of an enterprise from the very beginning . But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or

worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies

generated comparison crew  
cumulative companies discovered the  
stock returns that failed to key  
that beat the make the leap determinants  
general stock from good to of greatness --  
market by an great. What why some  
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composite other set study will  
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world's good? Over readers and  
greatest five years, the shed light on  
companies, the team analyzed virtually every  
including the histories area of  
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Intel, General eight strategy and  
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Merck. The the study. findings  
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Good-to-great	who can	infancy but
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differently	findings?	world for
about the role	<i>What</i>	decades to
of technology.	<i>Customers</i>	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 Entrepreneurs hip. Beyond Entrepreneurs hip 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 Entrepreneurs hip 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 Entrepreneurs

hip with his 2020 perspective. The book includes the original text of Beyond Entrepreneurs hip, 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. *Good to Great* Harper Collins The Wall Street Journal bestseller—a Financial Times Business Book of the Month and named by The Washington Post as “One of the 11 Leadership Books to Read in 2018”—is “a refreshingly data-based, clearheaded

guide” (Publishers Weekly) to individual performance, based on a groundbreaking study. Why do some people perform better at work than others? This deceptively simple question continues to confound professionals in all sectors of the workforce. Now, after a unique, five-year study of more than 5,000 managers and employees, Morten Hansen reveals the

answers in his “Seven Work Smarter Practices” that can be applied by anyone looking to maximize their time and performance. Each of Hansen’s seven practices is highlighted by inspiring stories from individuals in his comprehensive study. You’ll meet a high school principal who engineered a dramatic turnaround of his failing high school; a rural Indian farmer determined to establish a

better way of life for women in his village; and a sushi chef, whose simple preparation has led to his unassuming restaurant being awarded the maximum of three Michelin stars. Hansen also explains how the way Alfred Hitchcock filmed Psycho and the 1911 race to become the first explorer to reach the South Pole both illustrate the use of his seven practices. Each chapter "is intended to

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worker. Extensive, accessible, and friendly, Great at Work will help us "reengineer our work lives, reduce burnout, and improve performance and job satisfaction" (Psychology Today). *Turning Your Business into an Enduring Great Company* John Wiley & Sons Discusses the many mysterious, unexplained losses of ships and planes in the area of the Atlantic Ocean between

Florida and Bermuda.  
**Dare to Lead**  
 HarperCollins  
 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  
New Trends in Physics Education Research  
 Harper Collins  
 Nonprofit leadership is

messy  
 Nonprofits leaders are optimistic by nature. They believe with time, energy, smarts, strategy and sheer will, they can change the world. But as staff or board leader, you know nonprofits present unique challenges. Too many cooks, not enough money, an abundance of passion. It's enough to make you feel overwhelmed and alone. The people you help need you

to be successful.  
 But there are so many obstacles: a micromanaging board that doesn't understand its true role; insufficient fundraising and donors who make unreasonable demands; unclear and inconsistent messaging and marketing; a leader who's a star in her sector but a difficult boss... And yet, many nonprofits do thrive. Joan Garry's Guide to Nonprofit Leadership will show you

how to do just that. Funny, honest, intensely actionable, and based on her decades of experience, this is the book Joan Garry wishes she had when she led GLAAD out of a financial crisis in 1997. Joan will teach you how to: Build a powerhouse board Create an impressive and sustainable fundraising program Become seen as a 'workplace of choice' Be a compelling public face of your nonprofit

This book will renew your passion for your mission and organization, and help you make a bigger difference in the world. *What High Achievers Know That Brilliant Machines Never Will* Simon and Schuster  
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NEARLY THIRTY YEARS AGO, Stanford University faculty members Jim Collins and Bill Lazier showed you how to turn an entrepreneurial business

into an enduring great company. Beyond Entrepreneurship became a leadership staple, particularly among small and early-stage companies. And while Collins would go on to write a series of famous bestsellers that have sold more than ten million copies worldwide, this lesser-known early work remains the favourite of many of his loyal readers. Now, with Beyond

Entrepreneurs  
hip 2.0, Collins  
re-shares the  
timeless  
insights in  
Beyond  
Entrepreneurs  
hip alongside  
new  
perspectives  
gleaned after  
decades of  
additional  
research into  
what makes  
great  
companies  
tick. In  
Beyond  
Entrepreneurs  
hip 2.0, you'll  
learn how to  
turn your  
company into  
the 2.0  
version of  
itself. You'll be  
challenged to  
grow your own  
leadership as  
your company  
grows, from

1x to 2x to 5x  
to 10x. You'll  
learn Collins's  
newest  
reflections on  
people  
decisions,  
insights that  
extend  
beyond his  
seminal "first  
who" principle  
about getting  
the right  
people on the  
bus. You'll  
learn why luck  
favours the  
persistent,  
and what it  
means to look  
for "who luck."  
You'll learn  
about the  
origins of the  
"BHAG" (Big  
Hairy  
Audacious  
Goal), and  
why even a  
small business  
needs a

galvanising  
BHAG to have  
a complete  
and inspiring  
vision. You'll  
also unlock  
what Collins  
calls "The  
Map." The  
Map is a road  
map that pulls  
together the  
key concepts  
developed  
from thirty  
years of  
research and  
writing into  
one integrated  
framework for  
building a  
company that  
delivers  
superior  
results, makes  
a distinctive  
impact, and  
achieves  
lasting  
endurance.  
Finally, you'll  
learn the

lessons that Jim Collins himself learned from the most influential mentor in his life, Bill Lazier. Beyond *Entrepreneurs hip 2.0* is the ambitious upgrade to a classic. In *Beyond Entrepreneurs hip 2.0*, you'll discover that the goal to turn your business into an enduring great company is as relevant - and as within your reach - as ever. *It's Not Rocket Science* Cambridge University

Press Church growth models have often been long on promises and short on disciple-making. We continue to watch consistent church attendance shrink, and our desire to reach the lost is infected with a need for self-validation by growing our numbers at any cost. If we believe that God wants his church to grow, where do we go from here? What is the future of the church?

Drawing from his 20 years and 15,000 hours of consulting, author Will Mancini shares with pastors and ministry leaders the single most important insight he has learned about church growth. With plenty of salient stories and based solidly on the disciple-making methods found in Scripture, *Future Church* exposes the church's greatest challenge today, and

offers 7 transforming laws of real church growth so that we can faithfully and joyfully fulfill Jesus's Great Commission. The Wisest One in the Room HarperCollins 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, but expressed 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. **How to Create Relevant and Memorable Experiences**

**at Every Touchpoint** HarperCollins From the founder of the award-winning website ([www.howwemadeitinafrica.com](http://www.howwemadeitinafrica.com)) comes the stories of 25 entrepreneurs who've built thriving businesses. \* Be inspired by the experiences of Africa's most dynamic entrepreneurs \* Gain insight into the continent's business opportunities \* Find the courage to make your own dreams and ambitions



become a reality Discover why Ken Njoroge is building a billion-dollar pan-African digital payments company (it is not because he wants to drive a Ferrari); Find out how Jean de Dieu Kagabo grew a Rwanda-based industrial group from a simple product: toilet paper; And be inspired by the extraordinary tale of Hassan Bashir who created a booming insurance	company from nothing but grit and persistence. Each entrepreneur's story is told in an honest manner, not shying away from the mistakes made and the considerable hurdles they had to overcome. And there were many tough times: from being betrayed by long-time senior managers to losing vast sums of money because of poor market research. Pursuing their	business ambitions also had a toll on their personal lives: one entrepreneur was too broke to afford diapers for his baby, while another had to sell her house to keep the company alive. MEET THE ENTREPRENEURS 1. Ken Njoroge (Kenya): The long, hard journey to build a billion-dollar company 2. Tseday Asrat (Ethiopia): A modern twist on Ethiopia's coffee culture 3. Tumi Phake (South Africa):
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Flexing his entrepreneurial muscles to exploit a gap in the fitness industry 4.

Monica Musonda (Zambia): Instant noodle pioneer 5. Hassan Bashir (Kenya): An insurance firm created from nothing but grit and persistence 6.

Ebele Enunwa (Nigeria): A \$50-million food and retail empire 7.

Tayo Oviolu (Nigeria): The entrepreneur who traded in his Silicon Valley life to bring mobile money to Nigerians 8.

Navalayo Osembo (Kenya): How to make a Kenyan running shoe 9.

Jean de Dieu Kagabo (Rwanda): Rwandan industrialist always hunting for the next big business idea 10.

Addis Alemayehou (Ethiopia): Serial entrepreneur bringing the world to Ethiopia 11.

Kasope Ladipo-Ajai (Nigeria): Nigerian cooking made convenient 12. Chijioke Dozie (Nigeria):

Leveraging past experiences to disrupt the banking industry 13.

Sylvester Chauke (South Africa): Marketer with a passion to take African brands global 14.

Yoadan Tilahun (Ethiopia): Showing Ethiopia how to throw an event 15.

Mossadeck Bally (Mali): West African hotel group built on an appetite for risk 16.

Jennifer Bash (Tanzania): Adding value to everyday staples 17.

<p>Jesse Moore (Kenya): Thinking out of the box to power over 600 000 homes with solar energy 18. Twapewa Kadhikwa (Namibia): How one hair salon became a group of companies 19. Jacques de Vos (South Africa): Growing a high-impact tech business one problem statement at a time 20. Nana Akua Birmeh (Ghana): Architect breaking glass ceilings 21. Nelly Tuikong (Kenya): Kenyan</p>	<p>beauty brand taking on global giants 22. Dr Hend El Sherbini (Egypt): From a small Egyptian family business to a London-listed healthcare giant 23. Nj Ayuk (Cameroon): A lawyer on the road less travelled 24. Polo Leteka (South Africa): The investor who spots opportunity where others see risk 25. Ashley Uys (South Africa): Diagnostic hustler ABOUT THE AUTHOR Jaco Maritz is CEO of Maritz</p>	<p>Africa, publisher of the award-winning pan-African online business publication How we made it in Africa. Jaco holds a BA in Information Science from USB. He started his career at South African media company Media24, working on the websites of some of the country's most well-known newspapers. He went on to become editor of TradeInvestNigeria, after</p>
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which he	Africa, Jaco	businesses.
founded	enjoys	He is a regular
Maritz Africa.	investing in	speaker on
When not	other	business in
building Maritz		Africa.

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