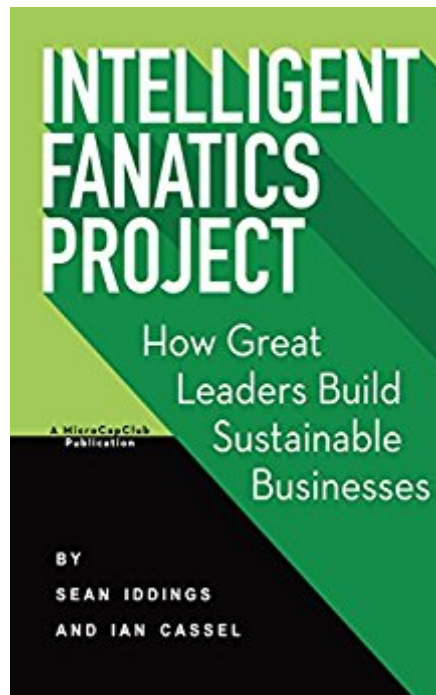# Intelligent Fanatics Project: How Great Leaders Build Sustainable Businesses

Synopsis

How does a great company sustain and grow profits for decades? Many people are familiar with Warren Buffettâ ™s analogy of a moat: various defenses to thwart competition. But moats are fleeting; they are here today and gone tomorrow. The more important question is, who builds and maintains moats?Intelligent fanatics do. These leaders build high-performance organizations that can dominate for decades.Intelligent Fanatics Project looks at the stories of eight intelligent fanatics who built dominant and enduring businesses. A $1,000 investment with each of these intelligent fanatics would, on average, have been worth $3.4 million thirty-seven years laterâ ”a 24.6% compounded annual return. They operated in a wide array of industries, in different time periods, on different continents, and against different economic backdrops, yet their leadership styles, strategies, corporate cultures, and values were similar.Intelligent fanatics are what every entrepreneur aspires to be and what every long-term investor dreams of finding and investing in early. Sean Iddings and Ian Cassel examine the common traits of these intelligent fanatics, to help both the investor and the entrepreneur generate extraordinary returns.

Book Information

File Size: 713 KB

Print Length: 192 pages

Simultaneous Device Usage: Unlimited

Publisher: MicroCapClub Publication; 1 edition (September 15, 2016)

Publication Date: September 15, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01HLCUA7M

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #46,736 Paid in Kindle Store (See Top 100 Paid in Kindle Store)   #5 inÂ Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Knowledge Capital   #7 inÂ Books > Business & Money > Human Resources > Knowledge Capital   #26 inÂ Kindle Store > Kindle eBooks > Business & Money > Investing > Stocks

Customer Reviews

Very rarely, one comes across a book which offers him what he is struggling to figure out. Personally, I felt that way when, I came across this book! I have been very much interested in figuring out the factors for the success of great organizations which grew spectacularly and also led their ecosystems for many decades to come. I am personally struggling to figure out the right recipe for building great startups which will be scaled up to become eternally enduring organizations benefiting their immediate ecosystems comprising of their clients or customers or consumers, their supply & demand chains, in addition to the immediate dependents & influencers. When I started reading this book, I could sense that this book is going to complement my efforts till date....If the essence of the book can be captured in a formula, that's explicitly captured in the introduction itself of the book! A Charles Munger's Intelligent Fanatic, who builds & scales up a small enterprise dramatically into an enduring organization is the one, who is an Execution maniac who is driven by Long term vision, Focus, Intelligence, Integrity & Energy! Then the authors go out to pick the Intelligent Fanatics across time and continents to present in book in a very engaging manner.The first such Intelligent Fanatic in the book is John Patterson of National Cash Register (NCR). I like the energy, passion, intellect, execution capability and above all perseverance and grit of Patterson. His thoughts, words & exhortations to execute expressed in his 1888 'The Hustler' magazine for salesmen are similar to the ideas of Horizon 1, 2 & 3 expressed by Geoffrey Moore in his Escape Velocity published after 125 years!

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