



# Breakthrough: How Great Companies Set Outrageous Objectives and Achieve Them

*Bill Davidson*

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**Breakthrough** will help executives lead their teams to peerless, unsurpassed performance by helping them define a grand goal and engage the organization to pursue and achieve that goal, no matter how difficult the challenge seems. Based on a ten-year landmark study of more than seventy bold, breakthrough companies such as IBM, Dayton-Hudson, Progressive Insurance, EMC, American Standard, Charles Schwab, and Dell Computer, the book shows how these remarkable companies adopted outrageous objectives and then did what it takes to achieve remarkable results.

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