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In The Breakthrough Company, technology CEO and Fortune 500 consultant Keith McFarland draws upon an extensive empirical study to reveal exactly how everyday companies become extraordinary, showing that breakthrough success is associated with a clearly identifiable set of strategies and skills that anyone in any business can emulate—from small startup to industry leader.

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The Breakthrough Company: How Everyday Companies become Extraordinary Performers by Keith McFarland McFarland is a consultant that spent considerable time researching 7,000 growth companies that made up a database from Dun & Bradstreet. They studied 7,000 firms, spoke with 1,500 executives and reviewed and cataloged 5,600 documents to draw the

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The Breakthrough Company: How Everyday Companies Become Extraordinary Performers Keith R. McFarland Crown Business During a casual conversation with Jim Collins several years ago, McFarland wondered aloud what could be learned about great companies closer to the time of their entrepreneurial breakthrough.

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The vast majority of small businesses stay small—and not by choice. Only the most savvy and persistent—a tiny one tenth of one percent—break through to annual sales above \$250 million. In The Breakthrough Company, Keith McFarland pinpoints how everyday companies become extraordinary, showing that luck is a negligible factor. Rather, breakthrough success turns out to be associated with a ...

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