



BE 2.0 (BEYOND ENTREPRENEURSHIP 2.0)

by Jim Collins and Bill Lazier

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When Bill Lazier and I wrote the original edition of *Beyond Entrepreneurship*, based on the course we taught at the Stanford Graduate School of Business, we set out to create a road map for leaders in a small business or mid-sized enterprise who want to build an enduring great company.

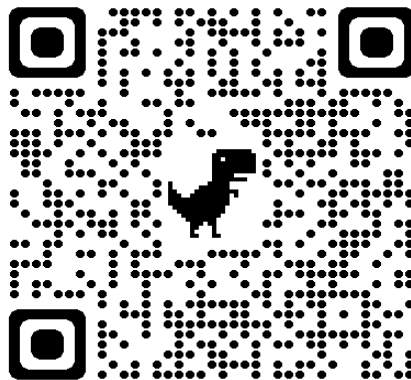
Beyond Entrepreneurship became a Silicon Valley bestseller and influenced a generation of founding entrepreneurs, such as Reed Hastings of Netflix. And even though it was my first book, some still return to it as their favorite.

When Bill passed away, I knew that I had to write something to honor the greatest mentor in my life. What better tribute than a memorial edition and ambitious upgrade of the book we created together?

BE 2.0 is much more than a traditional re-release. Nearly half the material in *BE 2.0* is entirely new to the 2020 edition. My 2020 perspectives sit alongside the original text, complementing the foundational lessons of *Beyond Entrepreneurship* with four new chapters and fifteen new essays.

Throughout, *BE 2.0* remains true to the original vision Bill and I had for the book: to be a conceptual map and practical guide. I even included a culminating chapter that integrates the key concepts from my decades of research on what makes great companies tick into one comprehensive, actionable framework that I call The Map.

Most important, *BE 2.0* extends the legacy of Bill Lazier. *BE 2.0* begins where it should, with the life lessons I learned from Bill, so that his mentorship can carry on through you and those you lead.



QR Code to Collins discussing BE 2.0