Imagine discovering what successful people have in common, distilling it into a set of simple practices, and using them to transform your company, your career, and your life.

Authored by three thought leaders in organizational development and self-improvement—including Built to Last creator Jerry Porras—it challenges conventional wisdom at every step.

Success Built to Last draws on face-to-face, unscripted conversations with hundreds of remarkable human beings from around the world. Meet billionaires, CEOs, presidents of nations, Nobel laureates, and celebrities. Meet unsung heroes who’ve achieved lasting impact without obvious power or charisma. Famous or not, almost all started out ordinary.

Above all, discover why successful people stay successful, as you will see in this book—why it’s so hard to do what matters—and what you can do about it.

Why it’s so damn hard to do what matters—and what you can do about it

Get the courage to follow your passions and your life.

Learn how these enduringly successful people harvested their victories and failures and found the courage to follow their passions.

“THERE IS NO GREATER THING YOU CAN DO WITH YOUR LIFE AND YOUR WORK THAN FOLLOW YOUR PASSIONS—IN A WAY THAT SERVES THE WORLD AND YOU. IN THIS BOOK YOU WILL LEARN FROM UNKNOWN AND FAMOUS PEOPLE—INSPIRING LEADERS LIKE NELSON MANDELA AND ENTREPRENEUR MICHAEL DELL, ALONG WITH SCHOOLTEACHERS, SCIENTISTS, COMMUNITY WORKERS, ARTISTS, AND THE PRESIDENTS OF NATIONS.

“EVERYONE WANTS SUCCESS, BUT YOU CAN DO BETTER THAN THAT. THIS IS AN EXTRAORDINARY BOOK THAT FINALLY REVEALS A MEANINGFUL ‘SECRET FORMULA’ FOR SUCCESS BASED ON THE LIVES OF REMARKABLE PEOPLE.”

—Dr. Richard Branson, Virgin Brands

“IF YOU’RE SMART ENOUGH TO DO WHAT YOU LOVE FOR A LIVING, THEN YOU’RE BOUND TO CREATE A LIFE THAT MATTERS. SUCCESS BUILT TO LAST WISELY CONUNTEs YOU TO GROUNTS ABOUT SOMETHING MEANINGFUL: THAT’S WHAT YOU’RE HERE TO DO, FOR HEAVEN’S SAKE.”

—Herb Kelleher, Chairman and Co-founder, Southwest Airlines

“At last, a powerful new resource for leaders struggling to create a life that matters. A guide book for the journey to greater significance for leaders across the sectors and around the world.”

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“You make a difference when you put your passions to work in a way that builds a better life for you, your business, and your community. Success Built to Last shows you how.”

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