To go from good to great requires transcending the curse of competence...On the basis of the ancient Greek parable about the fox and the hedgehog, philosopher Isaiah Berlin divided all people into two groups.But every time the fox tries to use them, it fails – because every time, sensing danger, the hedgehog rolls up in a ball covered with sharp spikes.The good–to–great companies understood that doing what you're good at will only make you good; focusing solely on what you can potentially do better than any other organization is the only path to greatness.The fox is a cunning creature who can devise a million strategies on how to attack the hedgehog.The hedgehog has one strategy – but that strategy always works.

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