

# Good to Great

## The Flywheel and the Doom Loop

Team 2

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# Build up and Breakthrough

- What was the one push that made the flywheel go so fast?
- All of the pushes are important, no matter how big or small.
- The media usually reports these cases as if they were overnight successes. This is not true.

# Circuit City Example

- The first national story about Circuit City was August of 1984 by Forbes Magazine.
- The media reported this as if it were an overnight success.
- The truth was that this was a result of more than 10 years of hard work.
- There were zero articles written about Circuit City before 1982, and close to 100 articles within the following 10 years.