In studies, companies that adhered to these principles outperformed the market by a 9-to-1 ratio over a ten-year period (Cumulative Returns: 1111% versus 123% for the S&P 500 between 1996-2006).


Company returns are total returns with dividends reinvested and compounded

1 Companies from Firms of Endearment by Rajendra Sisodia
2 Companies from Good To Great by Jim Collins
3 Standard & Poor's index of five hundred U. S. companies