



The 80/20 Principle and 92 Other Powerful Laws of Nature: The Science of Success

By Richard Koch

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In a brand new Preface, bestselling author Richard Koch describes a paradigm shift in business, whereby intuition is more important than analysis, ideas and product trump strategy, and influence is superior to control.

In this essential companion to his bestselling *The 80/20 Principle* - the radical power law that helped thousands of people achieve more by doing less - Koch illuminates 92 other universal principles and laws to promote the science of success in an increasingly challenging business environment.

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Editorial Review

Review

Richard Koch delivers some sharp cross-disciplinary comparisons and knows his onions on both sides of the business/science fence. Koch's feet are firmly on the ground. **?The Sunday Times - Business Book of the Week**

Time Management is not about organizing your daily tasks, it is about organizing your essential daily tasks, and dumping the rest. Koch has made millions from this - a bestseller based on just one idea - proving that it works. **?GQ's 25 Best Business Books of the 20th Century**

The 80/20 principle is the cornerstone of results-based living. Read this book and use it. **?Tim Ferris, The 4-Hour Workweek**

A great book. Each discussion offers something different and could almost serve as a standalone introduction to science, business or the art of business science. **?Quality World**

Cogently, entertainingly and often controversially, [Koch] draws parallels between the natural universe and the modern business world. Persevere with Koch's often elegant through processes and you will look at your business quite differently. **?Enterprise**

About the Author

Richard Koch is a highly successful author, investor and entrepreneur, having made large returns from businesses as diverse as hotels, restaurants, personal organisers and consulting. A former partner at consulting firm Bain & Co, and co-founder of The LEK Partnership, the fastest growing and most profitable 'strategy boutique' of the 1980s, Richard now lives the 80/20 way between Gibraltar, Spain, Portugal and South Africa.

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