



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

By Richard Koch

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In this follow-up to his best-selling *The 80/20 Principle*, the power law that helped hundreds of thousands achieve more by doing less, Richard Koch puts science to work, applying 92 other natural laws to promote the "science of success" within the ever-changing world of business.

What does Charles Darwin's theory of natural selection prove about developing a niche product line? How can Isaac Newton's laws of motion and gravity help in a crowded marketplace?

"This fascinating analysis uncovers the business management secrets hidden in physics, biology, and mathematics." (Washington Post)

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Editorial Review

Review

"This fascinating analysis uncovers the business management secrets hidden in physics, biology and mathematics." *Washington Post*

About the Author

Richard Koch is a British author, speaker, and investor, and a former management consultant and entrepreneur. He has written over twenty books on business and ideas, including *The 80/20 Principle*, about how to apply the Pareto principle in management and life. Koch got an MBA from The Wharton School of the University of Pennsylvania, worked as a consultant at The Boston Consulting Group, and at Bain & Company from 1980 to 1983. In 1983 he co-founded The LEK Partnership, an international strategy consulting firm, with headquarters in London.

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