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

Richard Koch

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Featured Leadership book of the week (9/15/14)

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 is a must-have audiobook for business leaders looking for clear, evidence-based reasoning that explains why some companies seem to find success everywhere they turn, while others don't make progress.

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