



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

*Richard Koch*

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"This fascinating analysis uncovers the business management secrets hidden in physics, biology and mathematics" -Washington Post (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 ninety-two 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 book 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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