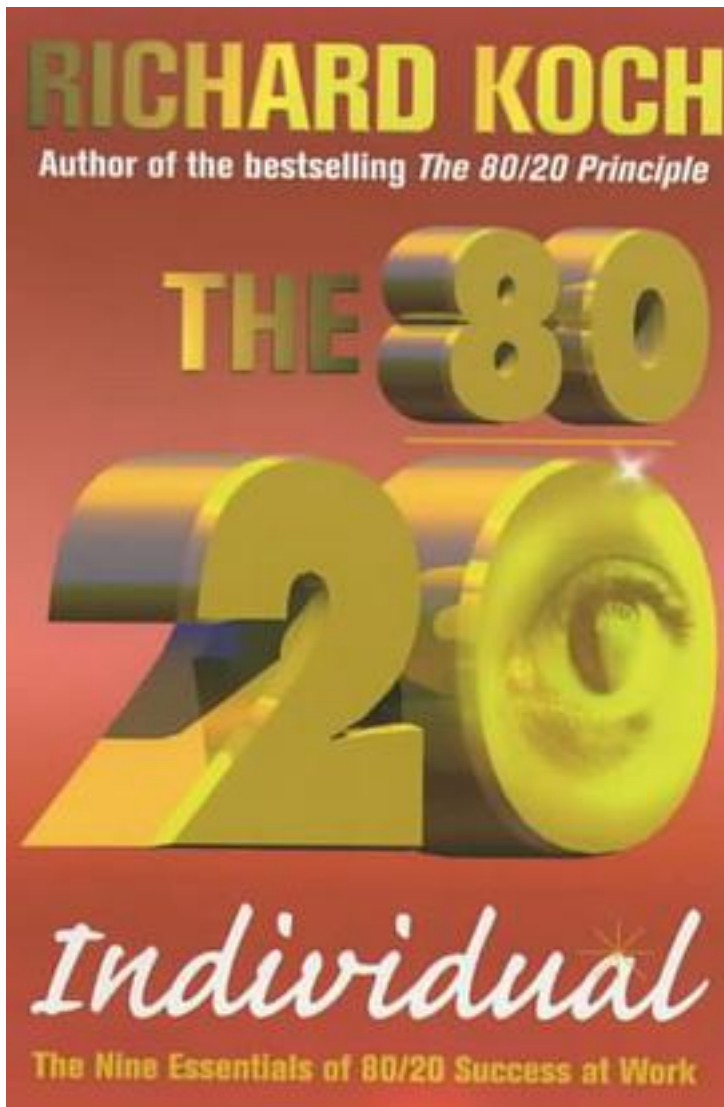


# THE 80/20



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出版者:7-09999

出版时间:2003-6

装帧:

isbn:9781857883107

In this powerful sequel to his classic bestseller The 80/20 Principle, Richard Koch uniquely makes the connection between the rise of the individual and the 80/20 principle - achieving more with less to create great new wealth. From big business to small, from Hollywood to sport, Richard Koch demonstrates how the innovative individual now has the competitive advantage. The 80/20 Principle showed how individuals could improve their personal lives - but not their professional lives. The 80/20 Individual is different. Koch reveals how innovative individuals are taking over the world and how you can join in the revolution - creating new wealth and wellbeing in a twenty-first century individualism The 80/20 principle enables anyone who is determined, bright or shrewd to stamp their footprint on the world, to become an 80/20 person. 80/20 people cut across all established fields and all walks of life: politics, business, social work and not-for-profits, sports, entertainment and the media.

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