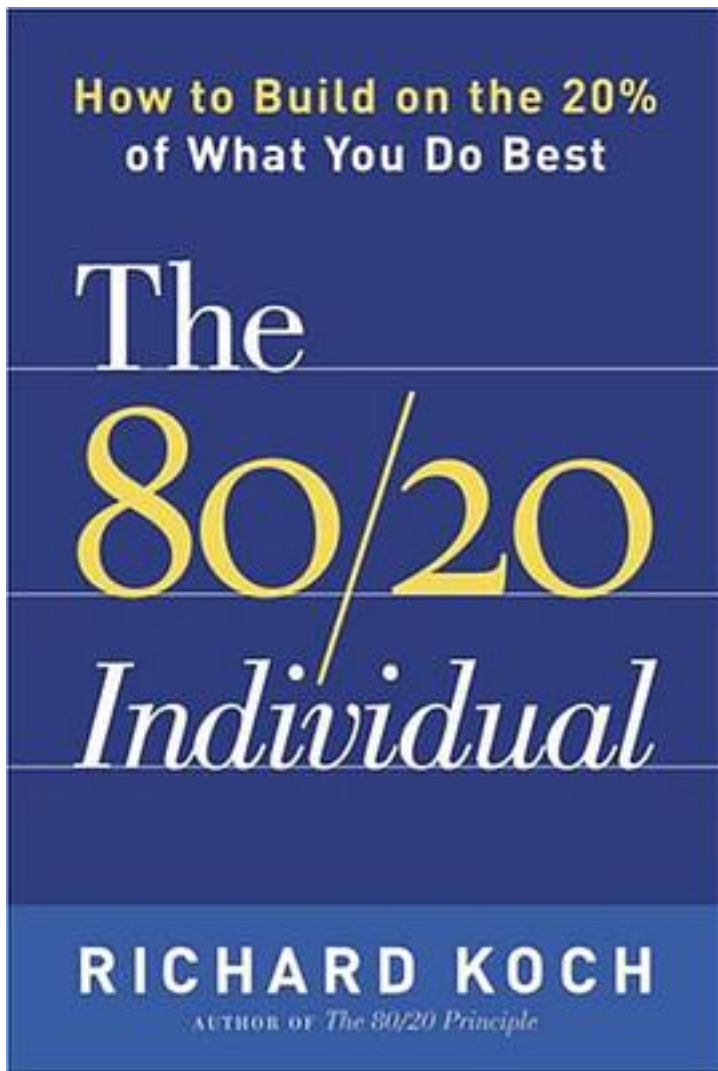


# The 80/20 Individual



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出版者:Crown Business

出版时间:2005-5

装帧:Paperback

isbn:9780385509756

## Book Description

A new 21st century individualism is overtaking “corporation-as-king” capitalism, transforming the way we work and live. Today, real power rests in the hands of creative individuals like Bill Gates, Warren Buffett, Oprah Winfrey, and Steven Spielberg, who are changing the world one great idea at a time. In *THE 80/20 INDIVIDUAL*, Richard Koch reveals the secret of their success: they discovered what they do better than anyone else and rode it for all its worth.

In this inspiring sequel to his classic bestseller *THE 80/20 PRINCIPLE*, Koch shows how to maximize success in your career and life by using the proven principle that 80 percent of changes in the world result from the most powerful 20 percent of actions and ideas. He’ll show how to use your own powerful “20 percent spike” – your most creative ideas and unique skills – to measure the amount of value you bring to your employer, clients or customers. For most people, there is a huge disparity between their intrinsic value and the compensation they receive for their efforts. *THE 80/20 INDIVIDUAL* shows how to narrow that gap.

Drawing from his own success as an entrepreneur, as well as from the stories of scores of companies and individuals who have flourished as a result of an 80/20 mind-set, Koch offers a step-by-step method to remodeling a career or existing business, or creating a new one – one that most benefits you. He provides valuable insights on finding 80/20 partners, hiring 80/20 employees, and running an 80/20 business.

By building a team that supports your efforts and excels in areas where you lack experience or knowledge, you’ll be able to focus your time and energy on your strengths. Productivity and profits will soar because you’ll be doing what you do best and enjoy the most. By using the 80/20 strategies outlined in the book, you can take control of your career and financial future.

## Synopsis:

Applying the rules of the 80/20 principle in a practical new way, *The 80/20 Individual* teaches executives, managers, and entrepreneurs how to fine-tune their 80/20 skills and build a thriving 80/20 business. Richard Koch won thousands of fans with *The 80/20 Principle*, the first book to introduce and explain the universally applicable rule for allocating time and efforts as effectively as possible: Everything accomplished stems from only 20 percent of activities; inversely, 80 percent of efforts lead to only 20 percent of results. In *The 80/20 Individual*, Koch teaches executives, managers, and entrepreneurs how to be an 80/20 person--someone who uses creativity, individuality, and shrewdness to build and run a more profitable, more successful business. Indeed, he proposes that it is the creative 80/20 individual, not the corporation, who will drive and grow the economy in the twenty-first century. Only by understanding the nine essentials of 80/20 success, from identifying an 80/20 idea to exploiting it, can wealth and market dominance be achieved. *The 80/20 Individual* is filled with clear instructions for readers to identify their own 20 percent and make it work for them. Packed with real-life examples of such companies as Microsoft; The Boston Consulting Group, Intel, Filofax, Wal-Mart, and Toyota, which have followed the 80/20 rule with great success. *The 80/20 Individual* provides readers with a solid, proven prescription for becoming a more powerful and effective force in advancing their business, whether within a large corporation or an entrepreneurial venture.

## About Author

RICHARD KOCH is the bestselling author of THE 80/20 PRINCIPLE. An extraordinarily successful entrepreneur, his ventures have included consulting for hotels, restaurants, personal organizers, and the distilling industry. A former consultant with The Boston Consulting Group and former partner of Bain and Company, he currently lives in London, England.

Book Dimension :

length: (cm)21.1 width:(cm)14

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