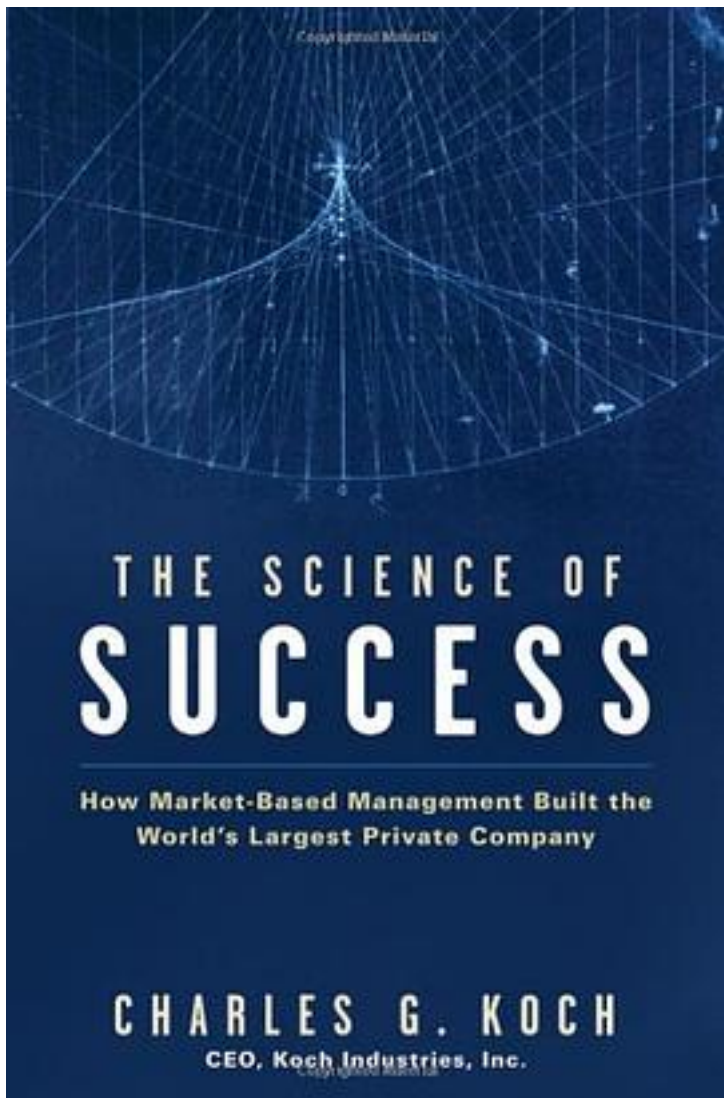


The Science of Success



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Praise for THE SCIENCE OF SUCCESS

"Evaluating the success of an individual or company is a lot like judging a trapper by his pelts. Charles Koch has a lot of pelts. He has built Koch Industries into the world's largest privately held company, and this book is an insider's guide to how he did it. Koch has studied how markets work for decades, and his commitment to pass that knowledge on will inspire entrepreneurs for generations to come."

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"My father, Sam Walton, stressed the importance of fundamental principles—such as humility, integrity, respect, and creating value—that are the foundation for success. No one makes a better case for these principles than Charles Koch."

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"What accounts for Koch Industries' spectacular success? Charles Koch calls it Market-Based Management: a vision that nurtures personal qualities of humility and integrity that build trust and the confidence to enhance future success through learning from failure, and a culture of thinking in terms of opportunity cost and comparative advantage for all employees."

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"In a very thoughtful, creative, and understandable way, Charles Koch explains how he has used the science of human behavior to create a culture that has produced one of the world's largest and most successful private companies. A must-read for anyone interested in creating value."

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"The same exacting thought, rooted in the realities of human nature, that the framers of the U.S. Constitution put into building a nation of entrepreneurs, Charles Koch has framed to build an enduring company of entrepreneurs—a company larger than Microsoft, Dell, HP, and other giants. Every entrepreneur should study this book."

—Verne Harnish, founder, Young Entrepreneurs' Organization, author of Mastering the Rockefeller Habits, CEO, Gazelles Inc.

作者介绍:

Charles G. Koch is Chairman of the Board and CEO of Koch Industries, Inc., a position he has held since 1967. He is renowned for growing Koch Industries from just \$21 million in the early 1960s to its current estimated value of approximately \$100 billion. Mr. Koch has supported academic and public policy research (including many Nobel Prize winners) for more than 50 years, and helped build a number of organizations

focused on research, policy and education to advance the understanding of the free society, including the Cato Institute, the Institute for Humane Studies, and the Mercatus Center. He supports numerous nonprofits through the Charles Koch Foundation and the Charles Koch Institute, including an organization called Youth Entrepreneurs, which teaches at-risk high school students the values and skills they need to succeed in life. The Charles Koch Foundation provides funding for more than 400 research and education programs at about 250 colleges and universities.

Mr. Koch holds a bachelor's degree in general engineering as well as two master's degrees in nuclear and chemical engineering from the Massachusetts Institute of Technology. He and his wife Liz have been married 43 years. They have two children and two grandchildren.

His book website is www.goodprofitbook.com.

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