

# **The 80/20 Manager Secret To Working Less And Achieving More Richard Koch**

The Star Principle  
The 80/20 Investor  
The One Device  
Simplify  
Drugs, Money, and Secret Handshakes  
The lazy project manager  
The 80/20 Manager  
The ONE Thing  
Managing Without Management  
The 80/20 Business Process  
80/20 Your Life! How to Get More Done with Less Effort and Change Your Life in the Process!  
The One Minute Manager  
Anniversary Ed  
The 80/20 Individual  
The Freedom Formula  
The Lost Symbol  
If You Give a Mouse a Brownie  
The City of Ember  
Secrets of Question-Based Selling  
80/20 Sales and Marketing  
Beyond the 80/20 Principle  
The 80/20 Principle  
The Psychology of Selling  
7 Secrets to Investing Like Warren Buffett  
The Dream Manager  
The 80/20 Manager  
The 80/20 Manager  
Living the 80/20 Way, New Edition  
Superconnect: Harnessing the Power of Networks and the Strength of Weak Links  
Shrinking Violets  
The Hidden Life of Trees  
The 4 Disciplines of Execution  
How to Be Unreasonably Successful  
Superbosses  
80/20 Your Life  
Eat That Frog!  
Hacks  
Emotional Intelligence 2.0  
Unreasonable Success and How to Achieve It  
The Secret Garden  
Never Too Late to be Great

## **The Star Principle**

## **The 80/20 Investor**

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Are you looking for a simple investment strategy that fits your lifestyle? Do you want to become an independent investor? Are you worried about your retirement, but don't want to deal with the complexity of investing? Fed up with 0% interest? Tired of the same sales pitches you hear from bankers and investment advisers? You're in the right place. Who is this book for? This book is for all people who are unsatisfied with their own work intensive and at times very complex investment strategies. It's for individual investors and entrepreneurs who have day jobs and businesses to take care of, and don't want to spend hours in front of computer screens chasing other people's hot investment ideas. It is also for young professionals who have recently started earning money and are willing to break with the norms of today's outdated investor culture. This book is NOT for complete beginners. To understand the key terminology used in this book and understand the core concept of investing, I would recommend reading a primer on investing. After reading "The 80/20 Investor" you will know: How to apply the 80/20 Principle to financial freedom and the three pillars of 80/20 Investing. How to reduce your investment workload, by focusing only on the most valuable investment opportunities and achieve better performance than professionals. Learn how to improve your investment decision-making by using the 80/20 principle and effective "mental models." Find the best investment opportunities by obeying the "investment seasons" and using the "magic categories" to find no-brainer opportunities. And much, much more The 80/20 Investor, harnessing the power of the 80/20 principle, simplifies investing. In

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no time, you will learn the basics of investing, how to finance your investments, where to look for "no-brainer" opportunities, understand real investment risk and how to reduce it. This book allows you to enter the seemingly intimidating world of investing, with constructive tips from game-changers-- The Rothschilds, Hetty Green, J. Paul Getty, Henry Singleton, and others. What people are saying about The 80/20 Investor? "Just as the internet has democratized work, it has also democratized investing. We are raised to believing that investing intelligently is complex and difficult, something best left to professionals. In the 80/20 investor, David shows that for those who take the 80/20 approach, investing is now easier, more fun and more profitable than ever." - Taylor Pearson Bestselling Author of The End of Jobs Bonus Package Included The 80/20 Investor "Support Package" contains a convenient overview of all action tasks described in the book along with user friendly checklists. It also contains several case studies on how to apply the key lessons of this book into real investment opportunities and a future investment portfolio. CHECK OUT AND FOLLOW the 80/20 Model Portfolio with real time case studies and live commentary. See for yourself how this portfolio performs in ever-changing market environments.

### **The One Device**

For the past forty years, Richard Koch has worked to uncover simple and elegant principles which govern business success. To qualify, a principle must be so

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overwhelmingly powerful that anyone can reliably apply it to generate extraordinary results. Working with venture capitalist Greg Lockwood and supported by specially commissioned research from OC&C Strategy Consultants, Koch has now found one elemental principle that unites extraordinarily valuable companies: simplifying. Some firms simplify on price - consider budget flights stripped of all extras that still take you from A to B - creating new, huge mass markets for their wares. Others, such as Apple, simplify their proposition, bringing a beautifully easy-to-use product or service to a large premium market. How can your business become a simplifier? With case studies of some of the most famous firms of the last hundred years, from finance to fast food, this enlightening book shows how to analyse any company's potential to simplify, and enrich the world.

### **Simplify**

Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, *The Psychology of Selling*, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves

more effective.

## **Drugs, Money, and Secret Handshakes**

The secret history of the invention that changed everything and became the most profitable product in the world. Odds are that as you read this, an iPhone is within reach. But before Steve Jobs introduced us to 'the one device', as he called it, a mobile phone was merely what you used to make calls on the go. How did the iPhone transform our world and turn Apple into the most valuable company ever? Veteran technology journalist Brian Merchant reveals the inside story you won't hear from Cupertino - based on his exclusive interviews with the engineers, inventors and developers who guided every stage of the iPhone's creation. This deep dive takes you from inside 1 Infinite Loop to nineteenth-century France to WWII America, from the driest place on earth to a Kenyan pit of toxic e-waste, and even deep inside Shenzhen's notorious 'suicide factories'. It's a first-hand look at how the cutting-edge tech that makes the world work - touch screens, motion trackers and even AI - made its way into our pockets. The One Device is a road map for design and engineering genius, an anthropology of the modern age and an unprecedented view into one of the most secretive companies in history. This is the untold account, ten years in the making, of the device that changed everything.

## **The lazy project manager**

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It's time to stop procrastinating and get more of the important things done! After all, successful people don't try to do everything. They focus on their most important tasks and get those done. They eat their frogs. There's an old saying that if the first thing you do each morning is eat a live frog, you'll have the satisfaction of knowing you're done with the worst thing you'll have to do all day. For Tracy, eating a frog is a metaphor for tackling your most challenging task—but also the one that can have the greatest positive impact on your life. *Eat That Frog!* shows you how to organize each day so you can zero in on these critical tasks and accomplish them efficiently and effectively. The core of what is vital to effective time management is: decision, discipline, and determination. And in this fully revised and updated edition, Tracy adds two new chapters. The first explains how you can use technology to remind yourself of what is most important and protect yourself from what is least important. The second offers advice for maintaining focus in our era of constant distractions, electronic and otherwise. This life-changing book will ensure that you get more of your important tasks done today.

### **The 80/20 Manager**

Achieve More, Create More, And Experience More Success And Joy - While Taking Less Action! Do you often feel like you're spinning your wheels without getting anything done? Do you feel tired, overwhelmed, and frustrated that you're not accomplishing your goals? If so, it's time to 80/20 Your

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Life! Imagine getting everything done while having the spare time you need to relax and pursue your passions. Imagine improving your career, home life, relationships, and health, spending a fraction of the time and effort you believe is required. It's possible. It's even easy. And the solution is surprisingly simple. DOWNLOAD 80/20 Your Life! How To Get More Done With Less Effort And Change Your Life In The Process! Amazon bestselling author Damon Zahariades offers a clear, practical, and easy-to-implement strategy for getting extraordinary results in your life with less action. You'll learn how to adopt an unconventional mindset that'll optimize every aspect of your daily experience. And best of all, you'll enjoy a more rewarding lifestyle while spending less time and effort creating it. In 80/20 Your Life!, you'll discover: How To Advance Your Career Without Wasting Time On Trivial Tactics How To Manage Your Home Life With Minimal Time And Effort The Secret To Building Meaningful Relationships That Enrich Your Life Simple Tactics For Getting Into Shape Without Crazy Diets And Exercise Routines How To Streamline Your Finances In Minutes Per Month The Keys To Accelerated Learning And Better Retention How To Rapidly Grow Your Business Without Working Yourself To The Bone If you're frustrated or discouraged by a lack of progress in your life, the solution is as simple as adjusting your mindset. 80/20 Your Life! will show you how to do so, and help you apply this new outlook in practical ways that produce remarkable results. This book isn't about theory. It offers actionable advice you can use starting right now! Scroll to the top of the page and click the "BUY NOW" button to grab your copy.

## **The ONE Thing**

The discovery of a mysterious object in the U.S. Capitol building and a subsequent kidnapping lead Harvard symbologist Robert Langdon into a web of mysterious codes, secret locations, and hidden knowledge.

## **Managing Without Management**

In *The Hidden Life of Trees*, Peter Wohlleben shares his deep love of woods and forests and explains the amazing processes of life, death, and regeneration he has observed in the woodland and the amazing scientific mechanisms behind these wonders, of which we are blissfully unaware. Much like human families, tree parents live together with their children, communicate with them, and support them as they grow, sharing nutrients with those who are sick or struggling and creating an ecosystem that mitigates the impact of extremes of heat and cold for the whole group. As a result of such interactions, trees in a family or community are protected and can live to be very old. In contrast, solitary trees, like street kids, have a tough time of it and in most cases die much earlier than those in a group. Drawing on groundbreaking new discoveries, Wohlleben presents the science behind the secret and previously unknown life of trees and their communication abilities; he describes how these discoveries have informed his own practices in the forest around him. As he says, a happy forest is a healthy forest, and he believes that eco-friendly practices not only are economically

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sustainable but also benefit the health of our planet and the mental and physical health of all who live on Earth.

### **The 80/20 Business Process**

The easiest way to improve the performance of your business without spending a ton. "Why do some companies rapidly improve results, while others struggle? What makes some managers succeed time after time, regardless of industry? Is there a pattern underlying how great marketers approach their businesses? Improving your business is a process, not a secret formula. This book introduces readers to the "80/20 Business Process," a four steps process companies use to accelerate profitable growth. The basic concept of the 80/20 Business Process is that some customers are more important than others. And if you simplify and focus on the key parts of your business, you can reduce the complexity that often disguises what is truly important. Through consecutive 80/20 cycles, successful companies reach their ultimate goal of dramatically improving profits and growth - without depending on costly new investments or aggressive marketing. The 80/20 Business Process is a guide that aligns strategy, operations, and customer relations to improve service delivery at dramatically lower cost. Written for business owners and leaders, general managers, marketers, and people eager to learn more about the things that determine profitability, this book gives readers: Practical insights to simplify product lines, outsource products, or as a last resort, eliminate low-

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value products. Actionable steps for segmenting the customer base by focusing on the 80/20 customers separately and finding alternative ways to serve the 20/80 customers. Tools and tips for designing business processes, systems and measurements around 80/20 activities. Ideas for simplifying the supplier base by partnering with 80/20 suppliers and reducing the number of 20/80 suppliers. Bob Muscat distilled years of research, consulting and practical experience to write a manual for rapidly improving profit. Muscat has led businesses at GE, Thermo Scientific, and IDEX. He was a senior examiner for the Malcolm Baldrige National Quality Award has taught strategic planning, business strategy and delivered programs for Timberland, Campbell's Soup, The Shaw Group, the Chicago Board of Trade, the US Marine Corps, and others.

### **80/20 Your Life! How to Get More Done with Less Effort and Change Your Life in the Process!**

THIS IS A REVISED EDITION OF THE BOOK LIVING THE 80/20 WAY EXTRAORDINARY RESULTS WITHOUT EXTRAORDINARY EFFORT. Richard Koch's original bestseller THE 80/20 PRINCIPLE gave millions of highly effective businesspeople around the world a serious advantage in the pursuit of success. In 80/20 YOUR LIFE he shows how to use this powerful tool in all areas of your life. 80/20 YOUR LIFE shows how working out the few things that are really important, and the few methods that will give you those things, leads to increased happiness and greater success.

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When you read this book, you'll discover why 'less is more' isn't just a saying, but a sure-fire method to achieve your goals and live your best life. 80/20 YOUR LIFE shows how working and worrying less can transform your personal life. 'Highly practical and full of examples The trick is to apply 'less is more' and 'more with less' to ourselves, our work and our relationships' INDEPENDENT ON SUNDAY 'This book is for anyone interested in succeeding personally as well as professionally. It uses a simple, concise, self-help approach to guide the reader through the different areas of life that can benefit from the 80/20 way of thinking' PROFESSIONAL MANAGER

### **The One Minute Manager Anniversary Ed**

From the #1 New York Times bestselling team of Laura Numeroff and Felicia Bond comes the ninth picture book in the blockbuster If You Give . . . series, one of the most beloved children's series of all time. With its spare, rhythmic text and circular tale, If You Give a Mouse a Brownie is perfect for beginning readers and story time.

### **The 80/20 Individual**

"Superbosses is the rare business book that is chock full of new, useful, and often unexpected ideas. After you read Finkelstein's well-crafted gem, you will never go about leading, evaluating, and developing talent in quite the same way."--Robert Sutton, author of Scaling Up Excellence and The No Asshole Rule  
"Maybe you're a decent boss. But are you a

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superboss? That's the question you'll be asking yourself after reading Sydney Finkelstein's fascinating book. By revealing the secrets of superbosses from finance to fashion and from cooking to comic books, Finkelstein offers a smart, actionable playbook for anyone trying to become a better leader."--Daniel H. Pink, author of *To Sell Is Human* and *Drive* A fascinating exploration of the world's most effective bosses--and how they motivate, inspire, and enable others to advance their companies and shape entire industries, by the author of *How Smart Executives Fail*. A must-read for anyone interested in leadership and building an enduring pipeline of talent. What do football coach Bill Walsh, restaurateur Alice Waters, television executive Lorne Michaels, technology CEO Larry Ellison, and fashion pioneer Ralph Lauren have in common? On the surface, not much, other than consistent success in their fields. But below the surface, they share a common approach to finding, nurturing, leading, and even letting go of great people. The way they deal with talent makes them not merely success stories, not merely organization builders, but what Sydney Finkelstein calls superbosses. After ten years of research and more than two hundred interviews, Finkelstein--an acclaimed professor at Dartmouth's Tuck School of Business, speaker, and executive coach and consultant--discovered that superbosses exist in nearly every industry. If you study the top fifty leaders in any field, as many as one-third will have once worked for a superboss. While superbosses differ in their personal styles, they all focus on identifying promising newcomers, inspiring their best work, and launching them into highly successful careers--while

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also expanding their own networks and building stronger companies. Among the practices that distinguish superbosses: They Create Master-Apprentice Relationships. Superbosses customize their coaching to what each protégé really needs, and also are constant founts of practical wisdom. Advertising legend Jay Chiat not only worked closely with each of his employees but would sometimes extend their discussions into the night. They Rely on the Cohort Effect. Superbosses strongly encourage collegiality even as they simultaneously drive internal competition. At Lorne Michaels's Saturday Night Live, writers and performers are judged by how much of their material actually gets on the air, but they can't get anything on the air without the support of their coworkers. They Say Good-Bye on Good Terms. Nobody likes it when great employees quit, but superbosses don't respond with anger or resentment. They know that former direct reports can become highly valuable members of their network, especially as they rise to major new roles elsewhere. Julian Robertson, the billionaire hedge fund manager, continued to work with and invest in his former employees who started their own funds. By sharing the fascinating stories of superbosses and their protégés, Finkelstein explores a phenomenon that never had a name before. And he shows how each of us can emulate the best tactics of superbosses to create our own powerful networks of extraordinary talent.

### **The Freedom Formula**

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Applying the 80/20 principle to developing a more profitable, successful business, this practical business manual explains how executives, managers, and entrepreneurs can utilize their 80/20 skills to enhance their business, drawing on real-life examples from such companies as Microsoft, Wal-Mart, Intel, and Toyota. Reprint. 12,500 first printing.

### **The Lost Symbol**

How do people of seemingly ordinary talent go on to achieve unexpected results? What can we learn from them? What are the ingredients for unreasonable success and how is it achieved? In this groundbreaking book, bestselling author Richard Koch charts a map of success, identifying the nine key attitudes and strategies can propel anyone to new heights of accomplishment. The pattern of success is fractal. It is endlessly varied but endlessly similar. Success does not require genius, consistency, all-round ability, a safe pair of hands or even basic competence. If it did, most of the people in this book would not have impacted the world as they did. Who could have predicted that Nelson Mandela, a once-obscure lawyer, could have averted disaster in South Africa, reconciling people of different heritages to each other and establishing a viable democracy? Or that Helena Rubinstein, a young woman growing up in the grotty ghetto of Krakow, could have changed the face of beauty throughout the world? Or that the illegitimate son of a notary would become one of the world's greatest painters, known universally by his first name, Leonardo? Successful people typically don't plan their

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success. Instead they develop a unique philosophy or attitude that works for them. They stumble across strategies which are shortcuts to success, and latch onto them. Events hand them opportunities they could not have anticipated. Often their peers with equal or greater talent fail while they succeed. It is too easy to attribute success to inherent, unstoppable genius. With this book, you can embark on a journey towards a new, unreasonably successful future.

### **If You Give a Mouse a Brownie**

Marketer Perry Marshall converts the widely known 80/20 principle into a master framework that multiplies the power of everything you do in sales and marketing and makes scary-accurate predictions. It's the ultimate secret to selling more while working less. Guided by famed marketing consultant and best-selling author Perry Marshall, sales and marketing professionals save 80 percent of their time and money by zeroing in on the right 20 percent of their market - then apply 80/202 and 80/203 to gain 10X, even 100X the success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain coveted positions on search engines; differentiate themselves from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to put it back in their pockets. Sellers will identify untapped markets, high-profit opportunities and incremental improvements, gaining

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time and greater profit potential. Supported by online tools from Marshall, including The 80/20 Power Curve, a tool that helps you see invisible money, and a Marketing DNA Test, a personal assessment that zeroes in on one's natural selling assets, this timeless guide promises to change the game for seasoned and novice marketers and sellers.

### **The City of Ember**

Building a successful company and career doesn't mean sacrificing your family, health, or life. You check email the moment you lift your head off the pillow in the morning. You bring work with you on vacation, sneak glances at your smart phone during family dinners, and take business calls and texts at your kid's sports games. It's as if you've been forced to make a choice between your company or your life, sacrificing time for yourself and family for the sake of career success. But it doesn't have to be that way. The most successful business leaders have learned to bust through the direct one-to-one relationship between hours worked and value created by refocusing their company, department, or team's best talent and attention on their highest value activities—generating hundreds, even thousands, of hours of value in the process. In *The Freedom Formula*, Wall Street Journal bestselling author and successful entrepreneur David Finkel will help you operationalize working smarter. No fluff, no theory, Finkel shares the detailed blueprint to create maximum value for your company without working nights, weekends, or while on “vacation.” You'll learn:

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Why working longer and harder doesn't pay off (and what actually does) Why the 80-20 principle doesn't go far enough (and how to take it to its most productive extreme) How to escape the "Time and Effort" Economy How to structure your day and week so that you reclaim five or more hours each week in usable blocks of your best time How to leverage the five Freedom Accelerators to get your life back faster And much more! Whether you're a business owner, top executive, key manager, or someone who aspires to be, The Freedom Formula offers you a simple, proven recipe to create more value in less time. It's a radical new approach to structuring your and your team's priorities and time in order to reclaim hours of your day—and the freedom to live your life, not just your job.

### **Secrets of Question-Based Selling**

Presents a step-by-step guide for increasing emotional intelligence through four core principles: self-awareness, self-management, social awareness, and relationship management.

### **80/20 Sales and Marketing**

A large number of managers - especially in these difficult times - feel completely overwhelmed. Their inboxes are overflowing, they constantly struggle to finish their to-do lists and they stay at work longer than they would like to, leaving little time for the things that really matter. Luckily there is a way for managers to enjoy work and build a successful and

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fulfilling career without stress or long hours. In his bestselling book *The 80/20 Principle*, Richard Koch showed readers how to put the 80/20 Principle - the idea that 80 per cent of results come from just 20 per cent of effort - into practice in their personal lives. Now he demonstrates the few things you need to do in the workplace to multiply the results you achieve. By applying the strategies outlined in *The 80/20 Manager*, you will:

- Put in fewer hours than your colleagues yet never be short of time
- Learn to focus only on the issues that really matter, and ignore those that don't
- Achieve exceptional results by working less hard
- Feel successful every day

### **Beyond the 80/20 Principle**

The practical guide to discovering the rules of our superconnected world through the science and sociology of networks. In *Superconnect*, Richard Koch and Greg Lockwood show that success is less about who you are than how you connect—a chance meeting with an old colleague leads to a swanky new job; two businessmen collaborate online and cofound a successful start-up; a friend introduces a promising entrepreneur to a millionaire looking to invest. But why do these lucky breaks always happen to other people? Personal and professional networks shape everything we do, but simply knowing that they exist won't help you harness your connections for maximum success. With an eye toward business applications, *Superconnect* outlines the new rules of our densely linked society. At the core of the analysis are three simple network components—strong

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relationships, weak relationships, and hubs—that interact in surprising, counterintuitive ways. Understanding how these components mesh, and connecting unrelated people, is the way to achieve in today's hyper-connected world.

### **The 80/20 Principle**

Can We Map Success? Successful people typically don't plan their success. Instead they develop a unique philosophy or attitude that works for them. They stumble across strategies which are shortcuts to success, and latch onto them. Events hand them opportunities they could not have anticipated. Often their peers with equal or greater talent fail while they succeed. It is too easy to attribute success to inherent, unstoppable genius. Bestselling author and serial entrepreneur Richard Koch charts a map of success, identifying the nine key attitudes and strategies can propel anyone to new heights of accomplishment: Self-belief Olympian Expectations Transforming Experiences One Breakthrough Achievement Make Your Own Trail Find and Drive Your Personal Vehicle Thrive on Setbacks Acquire Unique Intuition Distort Reality With this book, you can embark on a journey towards a new, unreasonably successful future.

### **The Psychology of Selling**

THIS IS A REVISED EDITION OF THE 80/20 PRINCIPAL AND OTHER LAWS Millions of highly effective people around the world have read Richard Koch's global

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bestseller THE 80/20 PRINCIPLE and enjoyed a serious advantage in the pursuit of success. Now, BEYOND THE 80/20 PRINCIPLE takes you even further.

Including the 80/20 Principle itself - the radical power law that helps you achieve more by doing less -

BEYOND THE 80/20 PRINCIPLE reveals 92 more universal scientific principles and laws that will help you achieve personal success in an increasingly challenging business environment. From natural selection to genes and memes, BEYOND THE 80/20 PRINCIPLE demonstrates, in theory and in practice, what science can teach you about business and success. It includes: \* Evolution by Natural Selection \* Business Genes \* Gause's Laws \* Evolutionary Psychology \* Newton's Laws \* Relativity \* Quantum Mechanics \* Chaos \* Complexity \* The Tipping Point \* Increasing Returns \* Unintended Consequences

'Richard Koch delivers some sharp cross-disciplinary comparisons and knows his onions on both sides of the business/science fence Koch's feet are firmly on the ground' THE SUNDAY TIMES - Business Book of the Week 'Cogently, entertainingly and often controversially, [Koch] draws parallels between the natural universe and the modern business world. Persevere with Koch's often elegant thought processes and you will look at your business quite differently' ENTERPRISE

## **7 Secrets to Investing Like Warren Buffett**

In lively, accessible detail, Koch explains how anyone can accomplish much more with much less effort,

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time, and resources by focusing on what really counts."-- Back cover.

### **The Dream Manager**

“The 4 Disciplines of Execution is a book every leader should read.” —Clayton Christensen, Professor, Harvard Business School, and author of *The Innovator’s Dilemma* For fans of *Good to Great* and *The First 90 Days*, *The Four Disciplines of Execution* is the foundational text for creating lasting organizational change. A #1 Wall Street Journal bestseller with more than 500,000 copies sold, *The Four Disciplines of Execution* will radically change your business. Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it’s likely no one even noticed. What happened? Often, the answer is that the “whirlwind” of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. *The 4 Disciplines of Execution* can change that forever. *The 4 Disciplines of Execution (4DX)* is a simple, repeatable, and proven formula for executing your most important strategic priorities in the midst of the whirlwind. By following the 4 Disciplines—Focus on the Wildly Important; Act on Lead Measures; Keep a Compelling Scoreboard; Create a Cadence of Accountability—leaders can produce breakthrough results, even when executing the strategy requires a significant change in behavior

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from their teams. 4DX is not theory. It is a proven set of practices that have been tested and refined by hundreds of organizations and thousands of teams over many years. When a company or an individual adheres to these disciplines, they achieve superb results, regardless of the goal. 4DX represents a new way to think and work that is essential to thriving in today's competitive climate. The 4 Disciplines of Execution is one book that no business leader can afford to miss.

### **The 80/20 Manager**

Never Too Late To Be Great is about the power of thinking long. Drawing on wide research into 'lead time' and the 'ten-year rule', bestselling personal development author Tom Butler-Bowdon shows that, contrary to popular belief, people, companies, products and ideas invariably need time to realise their potential. At the age you are now, many famous and remarkable people were only just getting into their stride - and it's likely that you have more time than you think to achieve your goals. It's never too late to begin the journey of being or doing something remarkable. This book will show you how.

### **The 80/20 Manager**

Richard Koch has made over £100 million from spotting 'Star' businesses. In his new book, he shares the secrets of his success - and shows how you too can identify and enrich yourself from 'Stars'. Star businesses are ventures operating in a high-growth

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sector - and are the leaders in their niche of the market. Stars are rare. But with the help of this book and a little patience, you can find one, or create one yourself. THE STAR PRINCIPLE is a vital book for any budding entrepreneur or investor (of grand or modest means). It is also invaluable for any ambitious employee who realises the benefits of working for a Star venture - real responsibility, fast personal development, better pay, great bonuses and valuable share options. Whoever your are, identifying and investing in Stars will make your life much sweeter and richer in every way.

### **Living the 80/20 Way, New Edition**

NEW YORK TIMES BESTSELLER "Explosive A blistering tell-all."---Washington Post "People should sit up, take notes and change things."---Ace Smith, Los Angeles Times "Brazile most certainly has a story to tell. Vivid."---The Guardian From Donna Brazile, former DNC chair and legendary political operative, an explosive and revealing new look at the 2016 election: the first insider account of the Russian hacking of the DNC and the missteps by the Clinton campaign and Obama administration that enabled a Trump victory. In the fallout of the Russian hacking of the Democratic National Committee--and as chaos threatened to consume the party's convention--Democrats turned to a familiar figure to right the ship: Donna Brazile. Known to millions from her frequent TV appearances, she was no stranger to high stakes and dirty opponents, and the longtime Democratic strategist had a reputation in Washington

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as a one-stop shop for fixing sticky problems. What Brazile found at the DNC was unlike anything she had experienced before--and much worse than is commonly known. The party was beset by infighting, scandal, and hubris, while reeling from a brazen and wholly unprecedented attempt by a foreign power to influence the presidential election. Plus, its candidate, Hillary Clinton, faced an opponent who broke every rule in the political playbook. Packed with never-before-reported revelations about what went down in 2016, Hacks is equal parts campaign thriller, memoir, and roadmap for the future. With Democrats now in the wilderness after this historic defeat, Hacks argues that staying silent about what went wrong helps no one. Only by laying bare the missteps, miscalculations, and crimes of 2016, Brazile contends, will Americans be able to salvage their democracy.

### **Superconnect: Harnessing the Power of Networks and the Strength of Weak Links**

A modern-day classic. This highly acclaimed adventure series about two friends desperate to save their doomed city has captivated kids and teachers alike for almost fifteen years and has sold over 3.5 MILLION copies! The city of Ember was built as a last refuge for the human race. Two hundred years later, the great lamps that light the city are beginning to flicker. When Lina finds part of an ancient message, she's sure it holds a secret that will save the city. She and her friend Doon must race to figure out the clues before the lights go out on Ember forever! Nominated

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to 28 State Award Lists! An American Library Association Notable Children's Book A New York Public Library 100 Titles for Reading and Sharing Selection A Kirkus Reviews Editors' Choice A Child Magazine Best Children's Book A Mark Twain Award Winner A William Allen White Children's Book Award Winner "A realistic post-apocalyptic world. DuPrau's book leaves Doon and Lina on the verge of undiscovered country and readers wanting more." —USA Today "An electric debut." —Publishers Weekly, Starred "While Ember is colorless and dark, the book itself is rich with description." —VOYA, Starred "A harrowing journey into the unknown, and cryptic messages for readers to decipher." —Kirkus Reviews, Starred

### **Shrinking Violets**

A clear, simple, and complete guide for beginning investors from bestselling author Mary Buffett and Sean Seah that explains Warren Buffett's techniques of Value Investing and his proven strategies to ensure long-term success. For twelve years, Mary Buffett was part of the Buffett inner circle. During that time, she studied Warren's investment strategies and techniques and observed his habits. Now, in *7 Secrets to Investing Like Warren Buffett*, Mary and Sean Seah provide a complete guide for beginning investors who want to understand how to invest like Warren Buffett. Mary and Sean walk readers through the process of assessing and buying stocks step-by-step. Their friendly and direct style and concrete examples make it easy to understand how to avoid common pitfalls and prosper in the stock market. The first section of

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the book discusses habits to adopt to begin a lifelong journey of wealth building. The second section examines specific stock-picking techniques inspired by Buffett's teacher Benjamin Graham and that are vastly different from the common Wall Street wisdom of trying to time the market. The authors look at timeless principles as well as latest ideas on where to find great investment ideas, and they share the specific financial indicators they look for in a good investment. Finally, Mary and Sean explain how to build and track a portfolio of stocks. From learning how to read financial statements to preparing both personal and professional balance sheets, *7 Secrets to Investing Like Warren Buffett* is a must-have companion for every investor. Simple questionnaires, charts, and graphs help illustrate specific strategies. The authors' personal stories provide a clear explanation of the theory behind Value Investing, as well as advice for developing the necessary "soft skills"—habits, mindset, loving what you do, taking care of your mind and body—that have made Warren Buffett and many others so successful.

### **The Hidden Life of Trees**

A business parable about how companies can achieve remarkable results by helping their employees fulfill their dreams Managing people is difficult. With disengagement and turnover on the rise, many managers are scratching their heads wondering what to do. It's not that we dont dream of being great managers, it's just that we havent found a practical and efficient way to do it. Until now . . . The fictional

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company in this remarkable book is grappling with real problems of high turnover and low morale -- so the managers begin to investigate what really drives the employees. What they discover is that the key to motivation isn't necessarily the promise of a bigger paycheck or title, but rather the fulfillment of crucial personal dreams. They also learned that people at every level need to be offered specific kinds of help and encouragement -- or our dreams will forever remain just dreams as we grow dissatisfied with our lives and jobs. Beginning with his important thought that a company can only become the-best-version-of-itself to the extent that its employees are becoming better-versions-of-themselves, Matthew Kelly explores the connection between the dreams we are chasing personally and the way we all engage at work. Tackling head-on the growing problem of employee disengagement, Kelly explores the dynamic collaboration that is unleashed when people work together to achieve company objectives and personal dreams. The power of The Dream Manager is that simply becoming aware of the concept will change the way you manage and relate to people instantly and forever. What's your dream?

### **The 4 Disciplines of Execution**

Helps the reader to succeed personally as well as professionally, to make a good life as well as a living.

### **How to Be Unreasonably Successful**

"After I sent my team to the Question Based Selling

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program, not only was the feedback from the training outstanding, but we experienced an immediate positive impact in results."—Jim Cusick, vice president of sales, SAP America, Inc. "Following the program, even our most experienced salespeople raved, saying QBS was the best sales training they have ever experienced!"—Alan D. Rohrer, director of sales, Hewlett Packard For nearly fifteen years, The Secrets of Question Based Selling has been helping great salespeople live you deliver big results. It's commonsense approach has become a classic, must-have tool that demonstrates how asking the right questions at the right time accurately identifies your customer's needs. But consumer behavior and sales techniques change as rapidly as technology—and there are countless contradictory sales training programs promising results. Knowing where you should turn to for success can be confusing. Now fully revised and updated, The Secrets of Question Based Selling provides a step-by-step, easy-to-follow program that focuses specifically on sales effectiveness—identifying the strategies and techniques that will increase your probability of success. How you sell has become more important than the product. With this hands-on guide, you will learn to: Penetrate more accounts Overcome customer skepticism Establish more credibility sooner Generate more return calls Motivate different types of buyers Develop more internal champions Close more salesfaster And much, much more

### **Superbosses**

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The author of *Armchair Nation* and *On Roads* examines shyness in a “sparkling cultural history rang[ing] from Jane Austen to Silicon Valley” (*The Guardian*). Shyness is a pervasive human trait: even most extroverts know what it is like to stand tongue-tied at the fringe of an unfamiliar group or flush with embarrassment at being the unwelcome center of attention. And yet the cultural history of shyness has remained largely unwritten—until now. With incisiveness, passion, and humor, Joe Moran offers an eclectic and original exploration of what it means to be a “shrinking violet.” Along the way, he provides a collective biography of shyness through portraits of such shy individuals as Charles Darwin, Charles Schulz, Garrison Keillor, and Agatha Christie, among many others. In their stories often both heartbreaking and inspiring and through the myriad ways scientists and thinkers have tried to explain and “cure” shyness, Moran finds hope. To be shy, he decides, is not simply a burden; it is also a gift, a different way of seeing the world that can be both enriching and inspiring. “Fantastic and involving . . . [A] feat of empathy. Every page radiates understanding; every paragraph, its (shy) author’s gentle wit.”—*The Observer* “Whether you’re boldly outgoing or reticent and self-effacing, you’ll find something to inspire, inform, or surprise in this thoughtful, beautifully written, and vividly detailed cultural history.”—Susan Cain, *New York Times* bestselling author of *Quiet*

### **80/20 Your Life**

For the first time ever, large firms are losing out to

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smaller ones. The early 1990s panaceas like empowerment and reengineering are clearly incapable of stopping the rot. What has gone wrong with big business? And how do we put it right? The answer is not that small is beautiful - the problem is that large firms have become far too complicated. They are being strangled by their own management processes. Big business is not too big in terms of revenues, but it is too complex. It has far too many products, divisions and functions, and way too many managers. In this, the year's most provocative business book, two highly experienced international business consultants argue that the root problem is management itself, and that the solution is to manage without management as a separate activity or set of jobs. The authors hail the emergence of a totally different type of 21st century supercorporation that will be truly global and expand into all parts of the economy. This supercorporation will be quite unlike today's companies, with no headquarters, standardized operations throughout the globe, and very simple structures. The supercorporation will be controlled by customers and information technology and not by managers. "Managing Without Management might well be to business orthodoxy what Luther's 95 theses were to the established religious hierarchy of Christendom. To the defenders of the old management faith, this is a truly radical, unsettling, and heretical document. Indeed all readers are advised to fasten their seatbelts before dipping into this complacency-shattering manifesto". -- James O'Toole, Vice-President, Aspen Institute "Makes many telling points managing will change from being a self-perpetuating job to being a value-added activity". --

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Carol Kennedy

## **Eat That Frog!**

For more than twenty years, millions of managers in Fortune 500 companies and small businesses nationwide have followed The One Minute Manager's techniques, thus increasing their productivity, job satisfaction, and personal prosperity. These very real results were achieved through learning the management techniques that spell profitability for the organization and its employees. The One Minute Manager is a concise, easily read story that reveals three very practical secrets: One Minute Goals, One Minute Praisings, and One Minute Reprimands. The book also presents several studies in medicine and the behavioral sciences that clearly explain why these apparently simple methods work so well with so many people. By the book's end you will know how to apply them to your own situation and enjoy the benefits. That's why The One Minute Manager has continued to appear on business bestseller lists for more than two decades, and has become an international sensation.

## **Hacks**

In the warped world of prescription drug pricing, generic drugs can cost more than branded ones, old drugs can be relaunched at astronomical prices, and low-cost options are shut out of the market. In *Drugs, Money and Secret Handshakes*, Robin Feldman shines a light into the dark corners of the pharmaceutical industry to expose a web of shadowy deals in which

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higher-priced drugs receive favorable treatment and patients are channeled toward the most expensive medicines. At the center of this web are the highly secretive middle players who establish coverage levels for patients and negotiate with drug companies. By offering lucrative payments to these middle players (as well as to doctors and hospitals), drug companies ensure that inexpensive drugs never gain traction. This system of perverse incentives has delivered the kind of exorbitant drug prices - and profits - that everyone loves except for those who pay the bills.

### **Emotional Intelligence 2.0**

In The lazy project manager Peter Taylor illustrates how we can achieve more without expending more time and energy. Welcome to the home of 'productive laziness'. Here there is a more focused approach to project management and our efforts are exercised where it really matters there's no rushing round involving ourselves in unimportant, non-critical activities that others can better address, or indeed that do not need addressing at all in some cases. It's all about working smarter and Peter Taylor, head of a PMO at Siemens, gives away his trade secrets. This is not a training manual. You won'

### **Unreasonable Success and How to Achieve It**

Bestselling author Richard Koch shows managers how to apply the 80/20 Principle to achieve exceptional

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results at work--without stress or long hours. In his bestselling book *The 80/20 Principle*, Richard Koch showed readers how to put the 80/20 Principle--the idea that 80 percent of results come from just 20 percent of effort--into practice in their personal lives. Now in *THE 80/20 MANAGER*, he demonstrates how to apply the principle to management. An 80/20 manager learns to focus only on the issues that really matter, achieving exceptional results, and feeling successful everyday while working less hard in fewer hours. A large number of managers--especially in these difficult times--feel completely overwhelmed. Their inboxes are overflowing and they constantly struggle to finish their to-do lists, leaving little time for the things that really matter. *THE 80/20 MANAGER* shows a new way to look at management--and at life--to enjoy work and build a successful and fulfilling career.

### **The Secret Garden**

- More than 500 appearances on national bestseller lists
- #1 Wall Street Journal, New York Times, and USA Today
- Won 12 book awards
- Translated into 35 languages
- Voted Top 100 Business Book of All Time on Goodreads

People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more

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rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In *The ONE Thing*, you'll learn to \* cut through the clutter \* achieve better results in less time \* build momentum toward your goal\* dial down the stress \* overcome that overwhelmed feeling \* revive your energy \* stay on track \* master what matters to you *The ONE Thing* delivers extraordinary results in every area of your life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

### **Never Too Late to be Great**

«Таинственный сад» – любимая классика для читателей всех возрастов, жемчужина творчества Фрэнсис Ходжсон Бернетт, роман о заново открытой радости жизни и магии силы. Мэри Леннокс, жестокое и испорченное дитя высшего света, потеряв родителей в Индии, возвращается в Англию, на воспитание к дяде-затворнику в его

## Online Library The 80 20 Manager Secret To Working Less And Achieving More Richard Koch

поместье. Однако дядя находится в постоянных отъездах, и Мэри начинает исследовать округу, в ходе чего делает много открытий, в том числе находит удивительный маленький сад, огороженный стеной, вход в который почему-то запрещен. Отыскав ключ и потайную дверцу, девочка попадает внутрь. Но чьи тайны хранит этот загадочный садик? И нужно ли знать то, что находится под запретом?.. Впрочем, это не единственный секрет в поместье

Online Library The 80 20 Manager Secret To  
Working Less And Achieving More Richard Koch

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