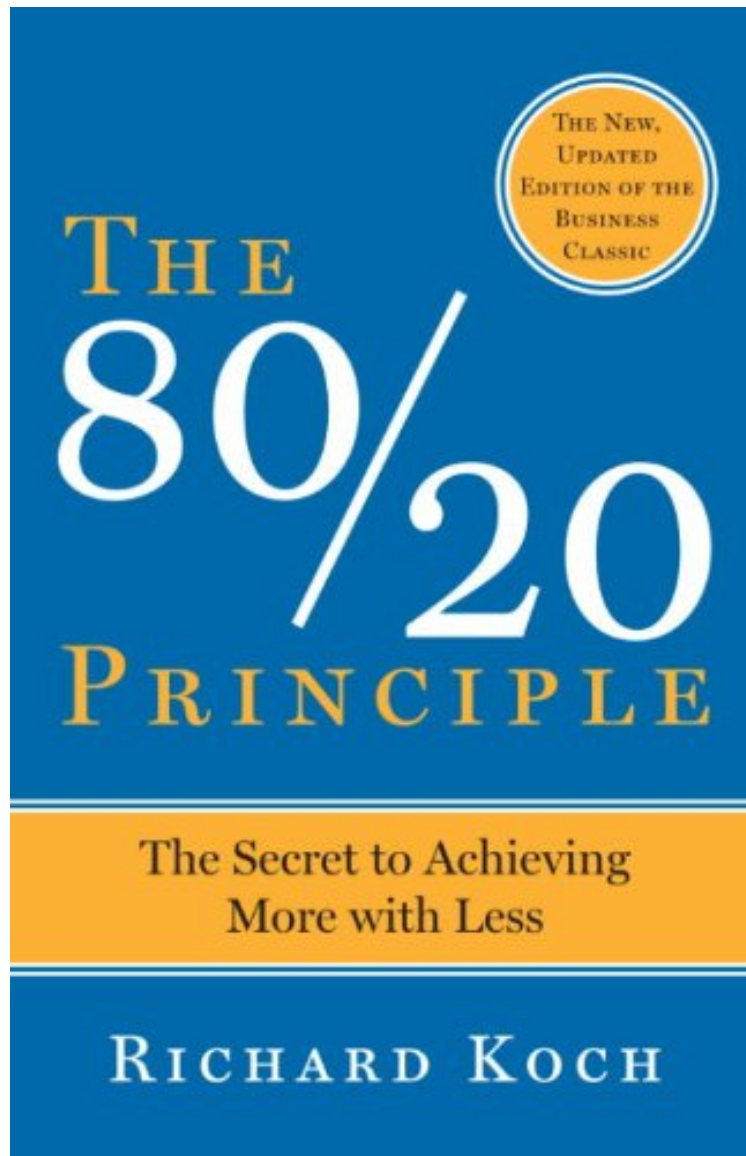


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## The 80/20 Principle: The Secret to Achieving More with Less

*Richard Koch*

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**Richard Koch : The 80/20 Principle: The Secret to Achieving More with Less** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 80/20 Principle: The Secret to Achieving More with Less:

5 of 5 people found the following review helpful. Clear Concepts Powerful Implementation Strategy By G. Cabiro An excellent book that clearly describes, not only the Pareto Rule, but how to implement it to maximize profitability with minimal effort, both in the company as well as in your personal life. While the Pareto Rule (80/20 principle) is widely known, many companies do not fully exploit its potential to grow profitability. The author, Richard Koch, describes how

80% of clients' perceived value comes from 20% of the company's activities. Also, 80% of the firm's activities yield only 20% of the profits. This brings the opportunity to optimize by reducing resources given to low profit activities and deploying them to replicate the success of the top performers. In a business that is large enough to be statistically significant, its sales, cost and profit data usually respond to a non-linear distribution that contains the 80/20 rule. For example, the top 20% of customers generate 80% of profit while the bottom 80% of customers generates only 20% of the profit. Deeper analysis of the data usually shows that about 5% of the causes (customers, business units, market segments or products) generate 50% of the profits, while the bottom 50% of causes generate only 5% of profit or revenue. Even worse, the bottom 40% usually generates no profit at all. I've successfully used the 80/20 Analysis and Strategy for years to reduce operating cost without losing any business or irritating any customers: a) Product portfolio (reduced from 1,400 SKUs to 400 SKUs) b) Customer portfolio, c) Market segment strategy d) Sales force, and distributor productivity e) New product innovation metrics." 1 of 1 people found the following review helpful. One Star By shopper40 This book felt like I was reading an infomercial. I couldn't keep going. Just blah, blah, blah. 2 of 2 people found the following review helpful. Great Read For Living An Efficient Life! By MS Any business owner or person who wants to win in life should read this.

How anyone can be more effective with less effort by learning how to identify and leverage the 80/20 principle--the well-known, unpublicized secret that 80 percent of all our results in business and in life stem from a mere 20 percent of our efforts. The 80/20 principle is one of the great secrets of highly effective people and organizations. Did you know, for example, that 20 percent of customers account for 80 percent of revenues? That 20 percent of our time accounts for 80 percent of the work we accomplish? The 80/20 Principle shows how we can achieve much more with much less effort, time, and resources, simply by identifying and focusing our efforts on the 20 percent that really counts. Although the 80/20 principle has long influenced today's business world, author Richard Koch reveals how the principle works and shows how we can use it in a systematic and practical way to vastly increase our effectiveness, and improve our careers and our companies. The unspoken corollary to the 80/20 principle is that little of what we spend our time on actually counts. But by concentrating on those things that do, we can unlock the enormous potential of the magic 20 percent, and transform our effectiveness in our jobs, our careers, our businesses, and our lives. From the Trade Paperback edition.

From The 80/20 Principle: "The 80/20 Principle can and should be used by every intelligent person in their daily life... It can multiply the profitability of corporations and the effectiveness of any organization. It even holds the key to raising the quality and quantity of public services while cutting their cost... The 80/20 Principle asserts that a minority of causes, inputs, or effort usually lead to a majority of the results, outputs, or rewards. Taken literally, for example, 80 percent of what you achieve in your job comes from 20 percent of the time spent. Thus for all practical purposes, four fifths of the effort--a dominant part of it--is largely irrelevant." To learn how you can tap the hidden potential of the 80/20 principle in your life, read Richard Koch's exciting new book. From the Hardcover edition. From the Inside Flap How anyone can be more effective with less effort by learning how to identify and leverage the 80/20 principle--the well-known, unpublicized secret that 80 percent of all our results in business and in life stem from a mere 20 percent of our efforts. The 80/20 principle is one of the great secrets of highly effective people and organizations. Did you know, for example, that 20 percent of customers account for 80 percent of revenues? That 20 percent of our time accounts for 80 percent of the work we accomplish? The 80/20 Principle shows how we can achieve much more with much less effort, time, and resources, simply by identifying and focusing our efforts on the 20 percent that really counts. Although the 80/20 principle has long influenced today's business world, author Richard Koch reveals how the principle works and shows how we can use it in a systematic and practical way to vastly increase our effectiveness, and improve our careers and our companies. The unspoken corollary to the 80/20 principle is that little of what we spend our time on actually counts. But by concentrating on those things that do, we can unlock the enormous potential of the magic 20 percent, and transform our effectiveness in our jobs, our careers, our businesses, and our lives. About the Author Richard Koch, who is based in London, is a highly successful entrepreneur and investor who has also worked in the United States with Bain Company and the Boston Consulting Group. He rescued the Filofax company from near death and has started several restaurants.