



The Power Laws: The Science of Success

Richard Koch

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In this sequel to "The 80/20 Principle", the author reveals how things really work - the universal, powerful patterns in nature, society, organizations and markets, the power laws - that can be applied successfully to life and business today. Drawn from every element of the sciences, these Power Laws - from Natural Selection to the Theory of Relativity, from the 80/20 Principle to the Tipping Point - provide clues as to how the world operates, enabling us to trace truly universal and powerful patterns, which generate insights into business. By understanding and applying them, ideas about how to be successful can be generated. Richard Koch shows how to use these Power Laws to identify and exploit business opportunities; to please the right customers; to shed light on the nature of competition; how to beat - and co-operate with - competitors.

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