



O princípio 80/20: Os segredos para conseguir mais com menos nos negócios e na vida (Portuguese Edition)

Richard Koch

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No século XIX, o economista italiano Vilfredo Pareto descobriu que havia um padrão na distribuição da riqueza mundial: 20% das pessoas tinham 80% do dinheiro e vice-versa, o que ficou conhecido como Lei de Pareto. No fim do século XX, o autor Richard Koch viu em suas pesquisas que o princípio 80/20 podia ser encontrado em quase todos os aspectos da vida moderna: em geral, 20% do que se faz produz 80% do resultado total (e 80% do que é feito pode não gerar tanto resultado). Neste clássico livro, lançado agora pela Editora Gutenberg em nova edição ampliada e atualizada, Koch ajuda a identificar quais são os 20% essenciais que vão criar os resultados significantes, para você obter mais de seu negócio e de sua própria vida, utilizando menos tempo, dinheiro, recursos e energia e conseguindo muito mais.

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