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# Read PDF The 80 20 Principle The Secret To Achieving More With Less

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'I love the 2 Meal Day! I feel healthy, happy and full of energy' Suki Waterhouse Welcome to intermittent fasting - eat just two meals a day, either breakfast and lunch or lunch and dinner, to burn fat and get fit fast. Rather than grazing on food all day or having to do complicated calorie calculations for the 5:2 diet, simply eat two meals to lose weight, reduce hunger and feel more energised. Choose your two meals from Max's delicious, nutritious and easy-to-prepare recipes; start the day with Salmon Mini Frittatas or a Breakfast Burrito; Lunch

on Thai Green Chicken Curry or Tuna Casserole or enjoy Creamy Mushroom and Parmesan Risotto or Sea Bass Sauce Vierge for Dinner. There are even healthier desserts to satisfy your sweet tooth without over-indulging - choose from Two-Ingredient Chocolate Mousse or Banana Pancakes. Max shows how to combine your 2-meal day with High-Intensity Interval Training (HIIT) - short duration and maximum effort exercises - and resistance workouts to help you drop fat and get fit quickly. So ditch the calorie-counting and the sugar highs and lows and enjoy two meals a day alongside Max's workouts for a lean-

er, fitter, healthier body. A new 21st century individualism is overtaking "corporation-as-king" capitalism, transforming the way we work and live. Today, real power rests in the hands of creative individuals like Bill Gates, Warren Buffett, Oprah Winfrey, and Steven Spielberg, who are changing the world one great idea at a time. In **THE 80/20 INDIVIDUAL**, Richard Koch reveals the secret of their success: they discovered what they do better than anyone else and rode it for all its worth. In this inspiring sequel to his classic bestseller **THE 80/20 PRINCIPLE**, Koch shows how to maximize success in your career and life by

using the proven principle that 80 percent of changes in the world result from the most powerful 20 percent of actions and ideas. He'll show how to use your own powerful "20 percent spike" - your most creative ideas and unique skills - to measure the amount of value you bring to your employer, clients or customers. For most people, there is a huge disparity between their intrinsic value and the compensation they receive for their efforts. THE 80/20 INDIVIDUAL shows how to narrow that gap. Drawing from his own success as an entrepreneur, as well as from the stories of scores of companies and individuals who have flourished as a result of an 80/20 mind-set, Koch offers a step-by-step method to remodeling a career or existing business, or creating a new one - one that most benefits you. He provides valuable insights on finding 80/20 partners, hiring 80/20 employees, and running an 80/20 business. By building a team that supports your efforts and excels in areas where you lack experience or knowledge, you'll be able to focus your time and energy on your strengths. Productivity and profits will soar because you'll be doing

what you do best and enjoy the most. By using the 80/20 strategies outlined in the book, you can take control of your career and financial future.

Deep learning is often viewed as the exclusive domain of math PhDs and big tech companies. But as this hands-on guide demonstrates, programmers comfortable with Python can achieve impressive results in deep learning with little math background, small amounts of data, and minimal code. How? With fastai, the first library to provide a consistent interface to the most frequently used deep learning applications. Authors Jeremy Howard and Sylvain Gugger, the creators of fastai, show you how to train a model on a wide range of tasks using fastai and PyTorch. You'll also dive progressively further into deep learning theory to gain a complete understanding of the algorithms behind the scenes. Train models in computer vision, natural language processing, tabular data, and collaborative filtering. Learn the latest deep learning techniques that matter most in practice. Improve accuracy, speed, and reliability by understanding how deep learning models work. Discover how to turn your models

into web applications. Implement deep learning algorithms from scratch. Consider the ethical implications of your work. Gain insight from the foreword by PyTorch cofounder, Soumith Chintala.

Do you want more free book summaries like this? Download our app for free at

<https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Learn how living the 80/20 way can help you find happiness and success by simply doing less. Like most people in today's society, you may be tired of the daily grind. You simply wake up, head to work, sit at your desk all day, head home, eat dinner, go to bed, and do it all again the next day. There has to be more, right? Well, according to Koch, we are living life all wrong; instead of working to live, we live to work. We spend most of our time exerting our energy at work, only to find that when we get home, we are too exhausted and to give our best selves to our families and friends. Here's where the 80/20 principle comes in. The 80/20 principle refers to the observation that roughly 80 percent of results stem from 20 per-

cent of causes. For example, the world's top 20 percent of people generate 80 percent of the world's wealth. While this principle has been used successfully in the business and economics world, it can now be applied to the lives of any individual. In other words, we can achieve more by doing less. As you read, you'll learn how to find your happiness islands, how to save money like the wealthy, and lastly, how living a simple life may be the key to success.

In *Evernote: A Success Manual for College Students*, Stan Skrabut capitalizes on his decades of experience in higher education as an educator and student to share a tool that will help you become more successful in college. This tool is Evernote. Evernote can be used in all aspects of college life to make your experience less overwhelming. Skrabut not only provides a detailed overview of the Evernote application, you will learn strategies for using Evernote both in and out of the classroom. These strategies cover the many ways to take classroom notes along with best practices, conducting research, studying for exams, and tracking ex-

tracurricular activities. In this book, you will also learn how to integrate Evernote with other applications so that you can automate your research. Throughout the book, Skrabut offers detailed, concrete examples for using Evernote from setting up preferences, creating saved searches, and developing master study notes. These time saving strategies will help you spend more time focusing on learning. It is time to put your digital brain to work. Be more effective with less effort by learning how to identify and leverage the 80/20 principle: 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 to-

day'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.

- More than 500 appearances on national best-seller 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 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?

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 Kraków, could have changed the face of beauty throughout the world? Or that the illegitimate son of a notary would be-

come one of the world's greatest painters, known universally by his first name, Leonardo? 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. With this book, you can embark on a journey towards a new, unreasonably successful future.

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 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.

'The 80/20 principle is the cornerstone of results-based living. Read this book and use it.' -Tim Ferriss, New York Times best-selling author of *The 4-Hour Workweek* Acclaimed entrepreneur and author Richard Koch changed the face of the business world with *The 80/20 Principle*. In *Living the 80/20 Way*, he shows how working and worrying less can transform our personal lives. Koch takes the widely renowned 80/20 principle and shows how in today's cluttered and stressful world, working out the few things that are really important, and the few methods that will give us those things,

leads to increased happiness and greater success. *Living the 80/20 Way* explains why 'less is more' isn't just a saying, but a sure-fire method to achieve your goals and live your best life.

Are your sustainability efforts making as much impact as they could be? With our collective way of life rubbing up against the natural limits of the planet, it does not take a genius to see that it is time to scrape the mud off our boots and find a shorter, smarter path towards sustainability - a way to maximize our effectiveness and inspire leaps forward in sustainability, rather than incremental steps. The 80/20 rule says that, in many situations, a small number of inputs determine the vast majority of our desired results. If we identify these "vital few" inputs in our sustainability efforts, and focus on them, we can maximize our effectiveness and accelerate progress rapidly. This book will help you to think about sustainability from an 80/20 perspective with practical applications for: product and service development; supply chains; materiality, indicators and quantitative analysis; waste, energy efficiency, water conservation and transport; em-

ployee engagement and sustainability strategy. If you want to focus on what works, deliver better results, waste less time on "switch it off" stickers and ineffective "standard practice" and start making a real difference, then this book is for you!

Virtually every business seeks to increase its profit from customers, but few business executives realize that a universal principle governs their customer profitability. They may be applying the 80/20 rule to sales, quality control, investing, production, or other business functions without realizing that the 80:20 ratio actually summarizes the Pareto distribution of inputs to outputs. According to his equilibrium theory of relationships, stability is reached when inputs in the top 20% generate 80% of the outputs while inputs in the bottom 80% generate 20% of the outputs. Recently mathematicians confirmed that the Pareto distribution is as universal as the normal "bell-shaped" distribution, but is log linear and predicts results, rather than probabilities. Applying this universal principle to customer profitability, a typical business can predict that customers in the top 20% generate 80% of cus-

customer profitability (four times more profit than expected), whereas customers in the bottom 80% generate only 20% (one-fourth as much as expected). This means the 20% most profitable customers tend to be 16 times more profitable than the 80% least profitable customers. In order to capitalize on the Pareto principle, a business should 1. segment its customers by their profitability, 2. distinguish the top 20% of its customers in top market segment from the bottom 80% of the customers in the bottom market segment, and 3. target the top market segment with its marketing strategies. The purpose of this book is to show business students and executives how to implement this process and thereby achieve the predicted results.

The essence and success of *The Tao of Coaching* has always been its focus on the practical tips and techniques for making work more rewarding through the habit of coaching - and this philosophy continues to underpin this brand new reissue. The book's premise is simple: that to become an effective coach, managers and leaders need master only a few techniques, even

though mastery obviously requires practice. Each chapter focuses on a specific technique - or Golden Rule - of coaching to help practice make perfect. Tried and tested by generations within and beyond the workplace, this succinct and engaging book gives readers the tools to: - create more time for themselves, by delegating well - build, and enjoy working with, effective teams - achieve better results - enhance their interpersonal skills. It demonstrates that coaching is not simply a matter of helping others and improving performance, but is also a powerful force for self-development and personal fulfillment.

Meet the man who makes the mission of learning any language possible! The all-you-need guide to learning a language.

The #1 New York Times bestseller. Over 4 million copies sold! *Tiny Changes, Remarkable Results* No matter your goals, *Atomic Habits* offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the

tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: make time for new habits (even when life gets crazy); overcome a lack of motivation and

willpower; design your environment to make success easier; get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the "blueprint" of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX design-

ers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts's law, Jakob's law, and Hick's law Ethical implications of using psychology in design A framework for applying these principles

The Instant New York Times Bestseller and TikTok Sensation! As seen on THE VIEW! A BuzzFeed Best Summer Read of 2021 When a fake relationship between scientists meets the irresistible force of attraction, it throws one woman's carefully calculated theories on love into chaos. As a third-year Ph.D. candidate, Olive Smith doesn't believe in lasting romantic relationships--but her best friend does, and that's what got her into this situation. Convincing Anh that Olive is dating and well on her way to a happily ever after was always going to take more than hand-wavy Jedi mind tricks: Scientists require proof. So, like any self-respecting biologist, Olive panics and

kisses the first man she sees. That man is none other than Adam Carlsen, a young hotshot professor--and well-known ass. Which is why Olive is positively floored when Stanford's reigning lab tyrant agrees to keep her charade a secret and be her fake boyfriend. But when a big science conference goes haywire, putting Olive's career on the Bunsen burner, Adam surprises her again with his unyielding support and even more unyielding...six-pack abs. Suddenly their little experiment feels dangerously close to combustion. And Olive discovers that the only thing more complicated than a hypothesis on love is putting her own heart under the microscope.

The #1 New York Times bestseller by the 6-time Super Bowl champion The first book by Tampa Bay Buccaneers and former New England Patriots quarterback Tom Brady—the 6-time Super Bowl champion who is still reaching unimaginable heights of excellence at 42 years old—a gorgeously illustrated and deeply practical "athlete's bible" that reveals Brady's revolutionary approach to sustained peak performance for athletes of all kinds and all ages. In this new

edition of *The TB12 Method*, Tom Brady further explains and details the revolutionary training, conditioning, and wellness system that has kept him atop the NFL at an age when most players are deep into retirement. Brady—along with the expert Body Coaches at TB12, the performance lifestyle brand he cofounded in 2013 with Alex Guerrero—explain the principles and philosophies of pliability, a paradigm-shifting fitness concept that focuses on a more natural, healthier way of exercising, training, and living. Filled with lessons from Brady's own training regimen, *The TB12 Method* provides step-by-step guidance on how to develop and maintain one's own peak performance while dramatically decreasing injury risks. This illustrated, highly visual manual also offers more effective approaches to functional strength & conditioning, proper hydration, supplementation, cognitive fitness, restorative sleep, and nutritious, easy-to-execute recipes to help readers fuel-up and recover. Brady steadfastly believes that the TB12 approach has kept him competitive while extending his career, and that it can make any athlete, male or fe-

male, in any sport and at any level achieve his or her own peak performance and do what they love, better and for longer. With instructions, drills, photos, in-depth case studies that Brady himself has used, along with personal anecdotes and experiences from his legendary career, *The TB12 Method* gives you a better way to train and get results with Tom Brady himself as living proof.

In a brand new Preface, bestselling author Richard Koch describes a paradigm shift in business, whereby intuition is more important than analysis, ideas and product trump strategy, and influence is superior to control. In this essential companion to his bestselling *The 80/20 Principle* - the radical power law that helped thousands of people achieve more by doing less - Koch illuminates 92 other universal principles and laws to promote the science of success in an increasingly challenging business environment.

Wonder how other freelance translators market their businesses? Effective marketing - of yourself, of your business - can help you reach the next level of success. The ideas and tools explored in this book

have produced positive results for translators at every stage in the game and they will for you too. Each section of this book is adapted from a podcast interview with an established translator or other professional. I started my website and podcast *Marketing Tips for Translators* to connect with and share information the international translation community. We have many issues and concerns in common and the podcast is a meeting ground of sorts for those of us who spend a lot of time alone working on documents. The chapters in this book will help you discover the inspiration you need to market your translation services in an efficient way, as well as fresh ideas about productivity and tools for organizing your time and workday. We'll also cover proven methods and systems for marketing to your ideal potential clients, and strategies for maintaining a continuous marketing plan for finding new clients, keeping your existing clients, and getting the word out about your translation services. We'll show you how to get clients to find you, instead of you trying to find them. Focus on what matters most—and intentionally re-



move the rest. Logically, we all know our purpose in life is not wrapped up in accumulating possessions, wealth, power, and prestige—Jesus is very clear about that—but society tells us otherwise. Christian Minimalism attempts to cut through our assumptions and society's lies about what life should look like and invites readers into a life that Jesus calls us to live: one lived intentionally, free of physical, spiritual, and emotional clutter. Written by a woman who simplified her own life and practices these principles daily, this book gives readers a fresh perspective on how to live out God's grace for us in new and exciting ways and live out our faith in a way that is deeply satisfying.

Expand your business with the 80/20 rule! This book is a practical and accessible guide to understanding and implementing Pareto's Principle, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Understand Pareto's Principle and how to identify the 80/20 ratio in any area of your life or business
- Identify the most important 20% and focus on the main factors that result in the majority of your re-

sults

- Use Pareto's Principle to manage your business more efficiently, increase revenue and get organized

ABOUT 50MINUTES.COM| Management & Marketing 50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide both elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

Learn the time-tested secret of achieving more with less using the 80/20 Principle. Based on the counter-intuitive fact that 80% of results flow from 20% of causes, it is the guiding principle of highly effective people and organizations.

**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. 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** Millions of highly effective people around the world have read Richard Koch's global bestseller *THE 80/20 PRINCIPLE* and enjoyed a serious advantage in the pursuit of success. Now, **BEYOND THE 80/20 PRINCIPLE** (previously pub-

lished as The 80/20 Principle and 92 Other Powerful Laws of Nature) 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

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 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

How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a month - And much, much more

Concepts of Biology is designed for the single-semester introduction to biology course for non-science majors, which for many students is their only college-level science course. As such, this

course represents an important opportunity for students to develop the necessary knowledge, tools, and skills to make informed decisions as they continue with their lives. Rather than being mired down with facts and vocabulary, the typical non-science major student needs information presented in a way that is easy to read and understand. Even more importantly, the content should be meaningful. Students do much better when they understand why biology is relevant to their everyday lives. For these reasons, *Concepts of Biology* is grounded on an evolutionary basis and includes exciting features that highlight careers in the biological sciences and everyday applications of the concepts at hand. We also strive to show the interconnectedness of topics within this extremely broad discipline. In order to meet the needs of today's instructors and students, we maintain the overall organization and coverage found in most syllabi for this course. A strength of *Concepts of Biology* is that instructors can customize the book, adapting it to the approach that works best in their classroom. *Concepts of Biology* also includes an

innovative art program that incorporates critical thinking and clicker questions to help students understand--and apply--key concepts.

Take charge of your finances and achieve financial independence – the Clever Girl way Join the ranks of thousands of smart and savvy women who have turned to money expert and author Bola Sokunbi for guidance on ditching debt, saving money, and building real wealth. Sokunbi, the force behind the hugely popular Clever Girl Finance website, draws on her personal money mistakes and financial redemption to educate and empower a new generation of women on their journey to financial freedom. Lighthearted and accessible, Clever Girl Finance encourages women to talk about money and financial wellness and shows them how to navigate their own murky financial waters and come out afloat on the other side. Monitor your expenses, build a budget, and stick with it Make the most of a modest salary and still have money to spare Keep your credit in check and clean up credit card chaos Start and succeed at your side hustle Build a nest egg and in-

vest in your future Transform your money mindset and be accountable for your financial well-being Feel the power of real-world stories from other “clever girls” Put yourself on the path to financial success with the valuable lessons learned from Clever Girl Finance.

As a serial entrepreneur, Kevin Kruse has seen time and again that the leadership practices that actually work are the opposite of what is commonly taught and implemented. *Close Your Open Door* Policy shows how a contrarian approach can be a better, faster, and easier way to succeed as a leader. Chapter by chapter, Kruse focuses on a piece of popular wisdom, then shows with real-world case studies and quantitative research that the opposite approach will lead to better results, encouraging leaders to play favorites, stay out of meetings, and, of course, close their open doors.

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 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 sell-

ers.

\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover all the ways to use the "80/20 principle" in business and in your everyday life. You will also discover : that the "Pareto principle" is useful in strategy, marketing, sales, inventory and project management, negotiation; that most efforts do not produce the expected results; that a wide range of products makes you lose customers; that applying Pareto is above all about changing your mindset. With his book entitled "The 80/20 Principle, Doing More with Less", Richard Koch breathes new life into the law of least effort. Convinced that success and happiness are compatible, he explains how to earn money, live constructive relationships at work, and lead an enjoyable life. Are you ready to follow the guide? \*Buy now the summary of this book for the modest price of a cup of coffee!

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 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 you are, identifying and investing in Stars will make your life much sweeter and richer in every way.

'READ THIS BOOK AND USE IT' - TIM FERRISS  
Twenty years after its first publication, The 80/20 Principle is a global best-seller read by millions of highly effective people around the world. Now, it is more powerful and essential than ever. In the past, the principle gave those who used it a serious advantage. In the future, it will be the essential tool for anyone who

wants to succeed. And it is powerful. Based on the counter-intuitive but widespread fact that 80% of results flow from 20% of causes, The 80/20 Principle shows how you can achieve much more with much less effort, time and resources, simply by concentrating on the all-important 20%. This major new edition includes four brand new chapters showing how to: \* Use the rise of networks to your advantage \* Benefit from more acute 90/10 and 99/1 forms of the principle \* Tap into your subconscious to exert a super-potent and amazingly favourable influence on your life \* Enjoy greater success with 5 mega rules to live by

Millions of highly effective people around the world have read Richard Koch's global 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 chal-

lenging 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

What if there were scientific solutions that could wipe out your deepest fears of falling ill, receiving a life-threatening diagnosis, or feeling the effects of aging? What if you had access to the

same cutting-edge tools and technology used by peak performers and the world's greatest athletes? In a world full of fear and uncertainty about our health, it can be difficult to know where to turn for actionable advice you can trust. Today, leading scientists and doctors in the field of regenerative medicine are developing diagnostic tools and safe and effective therapies that can free you from fear. In this book, Tony Robbins, the world's #1 life and business strategist who has coached more than fifty million people, brings you more than 100 of the world's top medical minds and the latest research, inspiring comeback stories, and amazing advancements in precision medicine that you can apply today to help extend the length and quality of your life. This book is the result of Robbins going on his own life-changing journey. After being told that his health challenges were irreversible, he experienced firsthand how new regenerative technology not only helped him heal but made him stronger than ever before. Life Force will show you how you can wake up every day with increased energy, a more bulletproof im-

mune system, and the know-how to help turn back your biological clock. This is a book for everyone, from peak performance athletes, to the average person who wants to increase their energy and strength, to those looking for healing. Life Force provides answers that can transform and even save your life, or that of someone you love.

STAR OF BBC ONE'S FREEZE THE FEAR 'I've never felt so alive' JOE WICKS 'A fascinating look at Wim's incredible life and method' FEARNE COTTON My hope is to inspire you to retake control of your body and life by unleashing the immense power of the mind. 'The Iceman' Wim Hof shares his remarkable life story and powerful method for supercharging your health and happiness. Refined over forty years and championed by scientists across the globe, you'll

learn how to harness three key elements of Cold, Breathing and Mindset to take ownership over your own mind and wellbeing. 'The book will change your life' BEN FOGLE 'Wim is a legend of the power ice has to heal and empower' BEAR GRILLS

Discover how graph algorithms can help you leverage the relationships within your data to develop more intelligent solutions and enhance your machine learning models. You'll learn how graph analytics are uniquely suited to unfold complex structures and reveal difficult-to-find patterns lurking in your data. Whether you are trying to build dynamic network models or forecast real-world behavior, this book illustrates how graph algorithms deliver value—from finding vulnerabilities and bottlenecks to detecting communities and improving machine learning predictions. This

practical book walks you through hands-on examples of how to use graph algorithms in Apache Spark and Neo4j—two of the most common choices for graph analytics. Also included: sample code and tips for over 20 practical graph algorithms that cover optimal pathfinding, importance through centrality, and community detection. Learn how graph analytics vary from conventional statistical analysis Understand how classic graph algorithms work, and how they are applied Get guidance on which algorithms to use for different types of questions Explore algorithm examples with working code and sample datasets from Spark and Neo4j See how connected feature extraction can increase machine learning accuracy and precision Walk through creating an ML workflow for link prediction combining Neo4j and Spark