

Title: When you realize your heros are villans. I guess this explains why the book was mainstream
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Richard Koch was a consultant with the Boston Consulting Group and partner of Bain & Company. He co-founded LEK Consulting, rescued Filofax and Plymouth Gin from near-death, built up Zola Hotels, started the Belgo restaurant chain, and played a key role in making Betfair by far the world's largest betting exchange. He is the author of eighteen books, including the self-help guide *Living the 80/20 Way*. A self-confessed "lazy entrepreneur," he lives the 80/20 way in London, Cape Town, and the sunniest part of southern Spain.

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