



Simplify: How the Best Businesses in the World Succeed

Richard Koch, Greg Lockwood

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Investor and successful entrepreneur Richard Koch and venture capitalist Greg Lockwood have spent years researching what makes successful companies—such as IKEA, Apple, Uber, and Airbnb—achieve game-changing who status. The answer is simple: They Simplify.

Take Your Business from Startup to Game Changer. Start simplifying today.

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