



Delivering Happiness: A Path to Profits, Passion, and Purpose

By Tony Hsieh

Business Plus. Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 8.9in. x 5.9in. x 0.9in. Now in trade paperback, the hip, iconoclastic CEO of Zappos shows how a different kind of corporate culture can make a huge difference in achieving remarkable results -- by actually creating a company culture that values happiness --and then delivers on it. Pay brand-new employees 2,000 to quit. Make customer service the responsibility of the entire company--not just a department. Focus on company culture as the #1 priority. Apply research from the science of happiness to running a business. Help employees grow--both personally and professionally. Seek to change the world. Oh, and make money too... Sound crazy? It's all standard operating procedure at Zappos, the online retailer that's doing over 1 billion in gross merchandise sales annually. After debuting as the highest-ranking newcomer in Fortune magazine's annual Best Companies to Work For list in 2009, Zappos was acquired by Amazon in a deal valued at over 1.2 billion on the day of closing. In DELIVERING HAPPINESS, Zappos CEO Tony Hsieh shares the different lessons he has learned in business and life, from starting a worm farm to running a pizza business,...



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