



Delivering Happiness: A Path to Profits, Passion and Purpose

By Tony Hsieh

Hachette Audio. No binding. Book Condition: New. Audio CD. 8 pages. Dimensions: 5.8in. x 5.2in. x 0.8in. In Delivering Happiness, Tony Hsieh - the hip, iconoclastic, and widely-admired CEO of Zappos, the online shoe retailer - - explains how he created a corporate culture with a commitment to service that aims to improve the lives of its employees, customers, vendors, and backers. Using anecdotes and stories from his own life experiences, and from other companies, Hsieh provides concrete ways that companies can achieve unprecedented success. He details many of the unique practices at Zappos, such as their philosophy of allocating marketing money into the customer experience, the importance of Zappos Core Values (Deliver WOW through Service), and the reason why Zappos' number one priority is company culture and his belief that once you get the culture right, everything else - great customer service, long-term branding - will happen on its own. Finally, Delivering Happiness explains how Zappos employees actually apply the Core Values to improving their lives outside of work, proving that creating happiness and record results go hand-in-hand. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Audio CD.



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