At the start of the book the writer tells a short story when Zappos was sold and how everyone was happy and cheering for him. I really liked how the book started by mentioning that to outside people it just seemed like it was only money where as for the people who work in the company it was much more than money. It was passion, the team build, cores and happiness that lead the company to success.

I found it really interesting that in his early childhood everything was mapped for him and his parents wanted him to do certain thing, but he did not want to be stuck with that idea so he started to think outside the box. This shows how important it is to think outside your barrier and burst the bubble. Not only he started to think for himself but also, he gave himself options to choose different paths and see what works and what doesn’t. This allowed him to make the company successful.

It really struck me that at first Hsieh was not too keen in investing the money but after he met Nick and Fred who had worked on building a website that sold shoes, he still invested money and soon after the business was doing well which latter lead to the company name Zappos. This part shows that he was brave enough to risk and try his luck to invest which lead him to be victorious in this situation. It made me think that you have to be brave and make the decisions to become better and learn even if the choice was not great.

Later on, the success of Zappos lead Hsieh to invest in to different businesses. Although he invested more money, he was soon bored that he was not directly involved with all the action. I can imagine that sitting on the sideline and watching how the business unravels is quite boring for a person like Tony as the book kind of told a story how he was involved in the business directly.

Following the success of the business, the book tells a story when after the 9/11 incident the sales of the company was dropping. This is where I was kind of surprised of how smart Tony was and that it did not take him long to adjust to the situation. It just shows how versatile you have to be in different situations and that by adapting you can still create a successful path.

Finally, to round it up in one big paragraph the book tells how it is important to build a culture in the company and to focus on creating loyal customers. When having customers who are happy with the company there is no need for advertising as the happiness of the client will send the message itself. Tony does emphasize the importance of core values and principles that make the business a success. Building a team with strong personalities and chemistry is key to being great company. At the end Tony encourages readers to ponder about their goals and aspirations in life and once you know your goals you will become successful in life. The most important part that stuck with me and that I learned from this book is that the most important mission is to deliver happiness to the entire world including the customer as this will help to influence people around the globe. Once you have an idea you pursue it to make it a success.

In general, I would recommend to read this book as it would show and teach greatness and the importance of the core principles of how to Deliver Happiness to the business and everyone around.