



## 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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