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

Tony Hsieh

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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, through LinkExchange, Zappos, and more. Fast-paced and down-to-earth, DELIVERING HAPPINESS shows how a very different kind of corporate culture is a powerful model for achieving success-and how by concentrating on the happiness of those around you, you can dramatically increase your own.

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