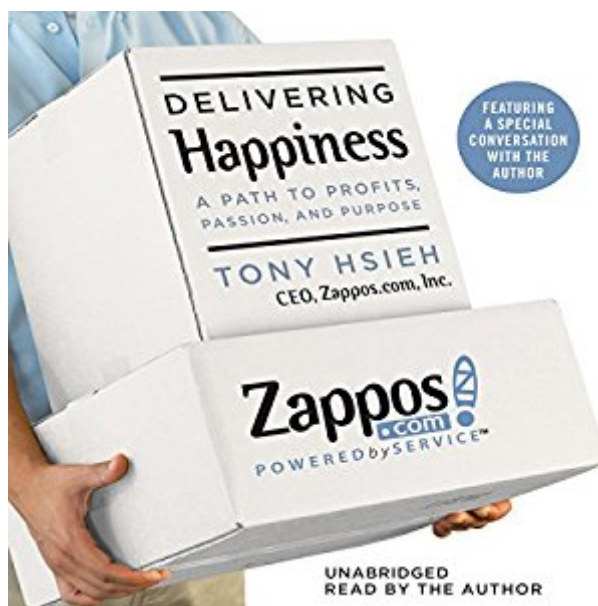


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# Delivering Happiness: A Path To Profits, Passion, And Purpose



## Synopsis

The visionary CEO of Zappos explains how an emphasis on corporate culture can lead to unprecedented success. Pay new employees \$2000 to quit. Make customer service 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.com, the online retailer that's doing over \$1 billion in gross merchandise sales every year. In 1999, Tony Hsieh (pronounced Shay) sold LinkExchange, the company he co-founded, to Microsoft for \$265 million. He then joined Zappos as an adviser and investor, and eventually became CEO. In 2009, Zappos was listed as one of Fortune magazine's top 25 companies to work for, and was acquired by Amazon later that year in a deal valued at over \$1.2 billion on the day of closing. In his first book, Tony shares the different business lessons he learned in life, from a lemonade stand and pizza business through LinkExchange, Zappos, and more. Ultimately, he shows how using happiness as a framework can produce profits, passion, and purpose both in business and in life. (edited by author) --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

I am currently a student at the University of Baltimore enrolled in an Entrepreneurship class and this book was given as a recommended reading for a select amount of students in my class. Delivering

Happiness is about Tony Hsieh and his life path, the Zappos Company, and how a company culture can shape the whole company from its fundamental ideas. Customer service and company culture are some of the main themes in this book that Tony Hsieh highlighted because these were Zappos core competencies that made them a one of a kind company. I personally really enjoyed this book. It is motivational and opens a path for a completely revised way of thinking about running a business. Profits usually came last for Tony Hsieh, who sold almost everything he had to keep Zappos afloat. As an employee of a business, reading this book makes you jealous of all Zappos employees. Seeing the unique culture that was created at Zappos and seeing how it positively affected customers and the business as a whole is amazing. It was a culture that included employees extremely close to each other, departments that were not separated but unified, a fun loving and relaxed place, and a common goal of being happy while delivering the best service in the world. There's not much I didn't like about this book, it's incredibly relevant and helpful to anyone thinking or aspiring to become an entrepreneur. The most help the book gives to aspiring entrepreneurs is to realize the overall spectrum of a company, not just profits, but also how to thrive by creating your own core competencies that no one else can replicate.

Delivering Happiness was recommended reading for a survey Entrepreneurship course at the University of Baltimore. I am a student at UB and was assigned to read this book. Overall I liked it. It begins by introducing the reader to Tony's personality, it is obvious from his childhood that he was basically born to be an entrepreneur. Naturally he ends up starting some companies; through learning from his mistakes, valuing experience over material possessions and falling in love with rave culture, Tony realizes that company culture is everything. Eventually he joins and funds Zappos full time and ends up making customer service the number one priority for the company. This is a game changer- through fostering an inclusive and well humored company culture (complete with the Culture Book and a Core Values list) the Zappos brand becomes about company happiness. Company happiness becomes employee happiness which inevitably translates into customer happiness. I liked the book, I find it easier to read a narrative than a text book, as many people do. It was a little repetitive towards the end, there are many examples of the Culture Book and the Core Values list. I think this book is useful to small business owners and entrepreneur students. At times I felt like I wasn't ready to think about company culture because I don't have a company yet- but I think that's the point the book makes- company culture is the path to a happy company. So maybe it is a good starting point.

Delivering happiness, a insightful book that I had to read for my Entrepreneurial Class 300 in University of Baltimore. I thought Tony Hsieh provides a unique approach to how to be successful without the typical corporate environment and how he found the balance between making profit and still provide customer and employees with happiness. Hsieh As befits the CEO of a company built on a wide-open corporate culture. Tony Hsieh has a customer centric in his approach for his company., and keeps the employees happy in order to please the customers. The book is presented in three sections. In the first section, Hsieh recounts his personal story, including his early childhood and nascent entrepreneurial adventures, including a misguided effort at worm farming. The second part of the book is devoted to Zappos' legendary corporate culture, especially its 10 core values. He includes the testimony of employees to accompany each of the 10 core values of the company. The third part of the book covers the sale of Zappos to .com for \$1.2 billion, and the founding of the Zappos Insights program. Hsieh's emails to employees about the passing the management of the company and they are all very enjoyable to read. In conclusion the book explains how to achieve happiness with the customers as well as the employees.

I have to say that going in, I had high expectations about this book (given the critical acclaim), and they were not all met. WordPress recommends this book as a manifesto on delivering better customer service. I did not find a lot of practical advice or actionable insights to that effect in this book. However, this book reads easily as a short history of the company and as an account of Tony's own life experiences. I enjoyed that aspect. Hence the three stars.

This is an entertaining "fly on the wall" account of the authors journey from his first failed and successful businesses up to the sale of Zappos to .com for ~us\$1bn. As an entrepreneur I had previously been inspired by many aspects of Zappos' culture and this book gives more of the background to that. I think the biggest takeaway is to learn just how close (and how often) Zappos' was to failure as it grew to finally turn a profit, around five years after it was started. Based on the headlines, it had seemed to me that the author had led a charmed life, turning his midas touch from one business to another. Turns out the truth is very different and author is just as human as the rest of us with the main difference that he has made some very big bets in his life, bets which very nearly went bad. Personally I found this very inspiring.

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