



Delivering Happiness: Summary of the Key Ideas - Original Book by Tony Hsieh: A Path to Profits, Passion and Purpose

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“Delivering Happiness” is a book about Zappos by CEO Tony Hsieh. It covers his life as an entrepreneur and acts as part memoir, part entrepreneurship book. The book emphasizes the main factors that shaped the company and looks into how the founder’s philosophy took his empire to the heights of success.

Who should read this book:

- People who are interested in a case study of a successful start-up business.
- Individuals who are looking to get out of their corporate jobs and wish to start something new.
- Those who want to increase productivity and make their business more profitable.

In this summary:

Chapter 1: Chasing your passion

Chapter 2: Customer-oriented approach

Chapter 3: Key market differentiators

Chapter 4: Corporate culture – your culture is your brand

Chapter 5: Hiring and firing

Chapter 6: Work-life integration

Chapter 7: Living core values

Chapter 8: The hierarchy of happiness

Chapter 9: Pleasure, passion and a higher purpose

Chapter 10: Delivering happiness

Chapter 11: Final Summary

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From reader reviews:

Daniel Gutierrez:

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Gabrielle Oneal:

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Dorothy Frazier:

A lot of people always spent their own free time to vacation as well as go to the outside with them friends and family or their friend. Do you know? Many a lot of people spent they will free time just watching TV, or perhaps playing video games all day long. If you wish to try to find a new activity honestly, that is look different you can read any book. It is really fun for you personally. If you enjoy the book which you read you can spent 24 hours a day to reading a book. The book Delivering Happiness: Summary of the Key Ideas - Original Book by Tony Hsieh: A Path to Profits, Passion and Purpose it is rather good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. When you did not have enough space to deliver this book you can buy the actual e-book. You can m0ore very easily to read this book out of your smart phone. The price is not very costly but this book possesses high quality.

Clifford White:

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