



Zappos Experience: 5 Principles to Inspire, Engage, and WOW (Hardback)

By Joseph Michelli

McGraw-Hill Education - Europe, United States, 2011. Hardback. Book Condition: New. 213 x 140 mm. Language: English . Brand New Book. Make every day a WOW day for your customers, your staff--and your bottom line! In your hands is a manifesto on how Zappos completely blew away the standard of delivering a consumer-centric experience and a revolutionary company culture. Joseph helps us all understand how to achieve a little more of that Zappos magic. --Eric Ryan, method cofounder and person against dirty If you re looking for an inspirational path for creating a likable, trustworthy, and wow! organization, you ve hit the mother lode. --Guy Kawasaki, former chief evangelist of Apple and author of Enchantment: The Art of Changing Hearts, Minds, and Actions This book provides a roadmap to a successful business by taking inspiration and examples from one of the most innovative, progressive companies of our time. Don t just read it; use it. --Tony Hawk, professional skateboarder and author of HAWK --Occupation: Skateboarder and How Did I Get Here? The Ascent of an Unlikely CEO Thanks to Joseph Michelli, you can learn exactly how Zappos hit it big and how you can too. By using the five principles...



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