

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

By Tony Hsieh

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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)

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Editorial Review

Amazon.com Review

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Amazon Exclusive Author Q&A with Tony Hsieh, Author of *Delivering Happiness*



1. In the book you say, "I've been an entrepreneur for most of my life." Do you think people are born entrepreneurs or do they become them?

I think usually by the time you're 12 years old, you either have the entrepreneurial spirit or you don't. I would describe the entrepeneurial spirit as a combination of creativity and optimisim.

2. Could you name one particular experience that inspired you to create a company devoted to customer happiness?

For me, it's really been driven by daily examples of bad customer service in my everyday personal life.

3. Was the worm farm really the invaluable catalyst for forming your business and life philosophy?

My parents tell me that as a kid I was always trying to come up with different business ideas. The idea of starting a worm farm is my earliest memory of a business idea.

4. You say that you have always been an avid book reader. What are your favorite books? Which non-business book helped you grow professionally?

Business books: *Good to Great, Peak, Tribal Leadership Made to Stick*

Non-business books: *The Happiness Hypothesis Comedy Writing Secrets The Game*

5. What is the ratio between rebelling against conventional wisdom and sticking to the good old truths in building a successful business?

1:10

6. You describe your way to happiness starting with profits, then going through passion and finally getting to purpose. Is that the only path to business happiness?

No, that was just the path that I happened to take. Part of the purpose of the book is to help other entrepreneurs and business owners shortcut the process and encourage them to go straight to combining profits, passion, and purpose.

7. You seem to have taken risks with business ideas a lot while growing up. How do you recognize a risk that you shouldn't take?

I think it just comes down to really breaking down what the worst case scenario actually is. For most of us, we're lucky to live in a time and in a society where we aren't actually ever in danger of dying from starvation or lack of shelter. Most of us have friends whose couches we can crash on in the worst case scenario, so any "risk" we take in starting a company isn't actually that big a risk.

From Publishers Weekly
Zappos CEO Hsieh offers a compelling account of his transformation from callow Harvard student entrepreneur through his years as a dot-com wunderkind to the creator of a formidable brand. Interest might flag as Hsieh, fresh off selling his Internet company LinkExchange to Yahoo in 1999 for $265 million, kvetches about lacking fulfillment. But as the tech boom bursts, and Hsieh confronts his dwindling investments, his story comes alive. As the funding for his incubator companies dries up and one of his most promising startups, Zappos.com, a shoe retailer, seems doomed, Hsieh blossoms into a mature businessperson, slashing expenses and presciently making customer service the essence of the company's brand. The story becomes suspenseful as Hsieh recounts the stress of operating in survival mode, liquidating

his assets to fund the company in its darkest days and seeking out an 11th-hour loan. By the time Zappos is acquired by Amazon for more than $1.2 billion in 2009, Hsieh and his team had built a unique corporate culture dedicated to employee empowerment and the promise of delivering happiness though satisfied customers and a valued workforce. An uplifting tale of entrepreneurial success, personal growth, and redemption. *(June)*
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Review
"In DELIVERING HAPPINESS, Tony reveals the secret to his success at such a young age: leadership in culture and happiness." (***Lance Armstrong***)

"In this fascinating (and often hilarious) account, Tony explains how he turns his beliefs into actions that really do deliver happiness." (***Gretchen Rubin, author of The Happiness Project***)

"This book is awesome. How Tony and Zappos grew to $1 billion in gross revenue in 10 years is just the beginning. From fundraising to finding happiness, from actual e-mails to checklists, it covers it all. Intensely personal and intensely practical." (***Tim Ferriss, #1 New York Times bestselling author of The 4-Hour Workweek***)

"Tony is a wise guy. Sincerely. He's one of the wisest and most thoughtful business leaders of the modern age." **(Chip Conley, Founder and CEO of Joie de Vivre Hospitality and Author, *PEAK: How Great Companies Get Their Mojo from Maslow)** *(added by author)*

"This book could start a revolution!" (***Marshall Goldsmith, author of MOJO: How to Get It, How to Keep It, How to Get It Back If You Lose It***)

"This book illustrates so many of Zappos' core values: it's open and honest, passionate and humble, fun and a little weird. Even if you don't care about business, technology, or shoes, you'll be drawn in by this American tale of how hard work, laziness, talent and failure blend together to create an extraordinary life." (***Jonathon Haidt, author of THE HAPPINESS HYPOTHESIS: Finding Modern Truth in Ancient Wisdom***)

"Tony Hsieh is the shining star of a new way of working. DELIVERING HAPPINESS is a book that tells an extraordinary business story -- building a $1 billion online business selling shoes in less than a decade -- but also an extraordinary human story. Tony is one of those entrepreneurs who is both fearless and endlessly imaginative about pursuing his dreams." (***Tony Schwartz, Author of THE WAY WE'RE WORKING ISN'T WORKING***)

"DELIVERING HAPPINESS is a glimpse into the mind of one of the most remarkable business leaders of our time. Like its author, the book is authentic, oddly original, doesn't take itself too seriously--yet delivers a potent message. This book needs to be read by anyone who takes the happiness of other people seriously. " (***Dave Logan, professor at the Marshall School of Business/USC' and coauthor of TRIBAL LEADERSHIP AND THE THREE LAWS OF PERFORMANCE***)

"An uplifting tale of entrepereneurial success, personal growth, and redemption." (***Publishers Weekly***)

Users Review

From reader reviews:

Lorraine Cox:

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Barbera Champ:

Precisely why? Because this Delivering Happiness: A Path to Profits, Passion, and Purpose is an unordinary book that the inside of the book waiting for you to snap that but latter it will zap you with the secret the idea inside. Reading this book adjacent to it was fantastic author who else write the book in such awesome way makes the content interior easier to understand, entertaining approach but still convey the meaning completely. So , it is good for you because of not hesitating having this any longer or you going to regret it. This phenomenal book will give you a lot of rewards than the other book have such as help improving your skill and your critical thinking means. So , still want to delay having that book? If I have been you I will go to the e-book store hurriedly.

Jose Chapman:

The book untitled Delivering Happiness: A Path to Profits, Passion, and Purpose contain a lot of information on it. The writer explains the girl idea with easy way. The language is very clear to see all the people, so do certainly not worry, you can easy to read this. The book was authored by famous author. The author gives you in the new time of literary works. You can actually read this book because you can read on your smart phone, or product, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site along with order it. Have a nice examine.

Diana Erickson:

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