



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

By Tony Hsieh

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Delivering Happiness: A Path to Profits, Passion, and Purpose By Tony Hsieh

- 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.

To learn more about the book, go to www.deliveringhappinessbook.com.

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Delivering Happiness: A Path to Profits, Passion, and Purpose By Tony Hsieh Bibliography

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Editorial Review

Amazon.com Review

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)

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 entrepreneurial spirit as a combination of creativity and optimism.

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 through 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 entrepreneurial success, personal growth, and redemption." (**Publishers Weekly**)

Users Review

From reader reviews:

Cindy Grant:

Why don't make it to be your habit? Right now, try to prepare your time to do the important behave, like looking for your favorite book and reading a reserve. Beside you can solve your long lasting problem; you can add your knowledge by the guide entitled Delivering Happiness: A Path to Profits, Passion, and Purpose. Try to make book Delivering Happiness: A Path to Profits, Passion, and Purpose as your friend. It means that it can be your friend when you truly feel alone and beside that of course make you smarter than before. Yeah, it is very fortunate for you. The book makes you much more confidence because you can know everything by the book. So, we should make new experience in addition to knowledge with this book.

Cindy Moats:

Hey guys, do you wish to find a new book to see? May be the book with the title Delivering Happiness: A Path to Profits, Passion, and Purpose suitable to you? The book was written by renowned writer in this era. The book entitled Delivering Happiness: A Path to Profits, Passion, and Purpose is a single of several books which everyone read now. This specific book was inspired a number of people in the world. When you read this publication you will enter the new way of measuring that you ever know previous to. The author explained their strategy in the simple way, so all of people can easily to comprehend the core of this reserve. This book will give you a lots of information about this world now. In order to see the represented of the world within this book.

Melinda Anderson:

The actual book Delivering Happiness: A Path to Profits, Passion, and Purpose will bring someone to the new experience of reading a new book. The author style to clarify the idea is very unique. If you try to find new book to learn, this book very suited to you. The book Delivering Happiness: A Path to Profits, Passion, and Purpose is much recommended to you to learn. You can also get the e-book through the official web site, so you can more easily to read the book.

Jerry Ingle:

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