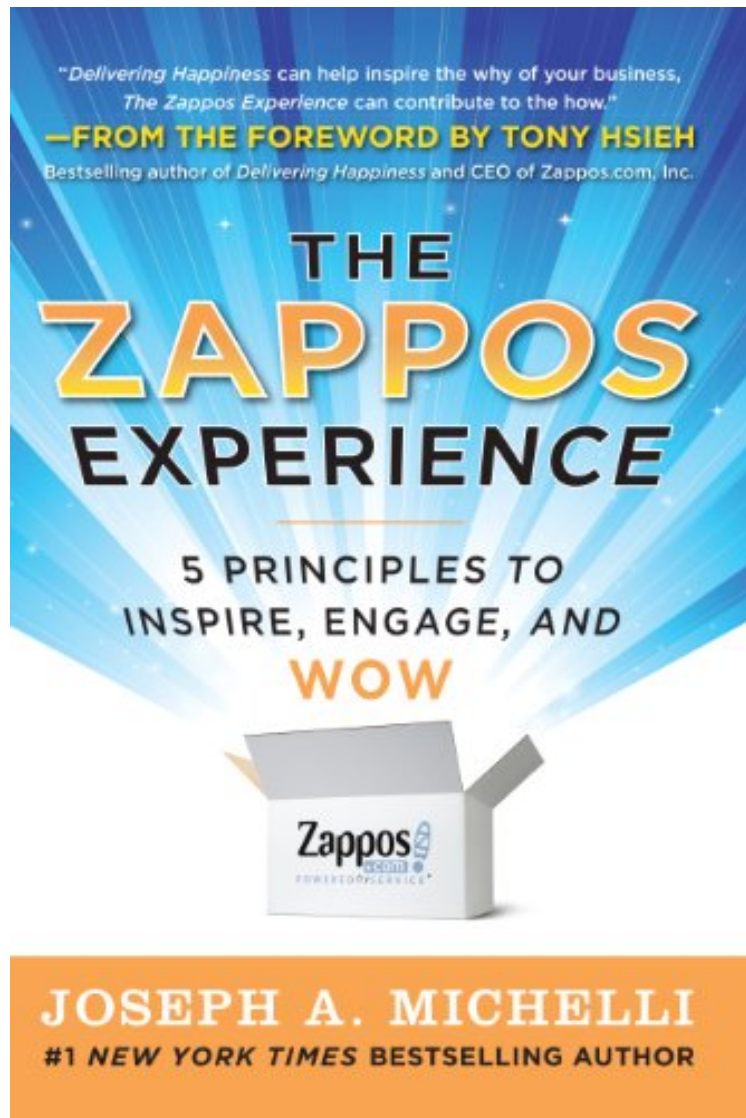


(Free pdf) The Zappos Experience: 5 Principles to Inspire, Engage, and WOW

# The Zappos Experience: 5 Principles to Inspire, Engage, and WOW

Joseph Michelli

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**Joseph Michelli : The Zappos Experience: 5 Principles to Inspire, Engage, and WOW** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Zappos Experience: 5 Principles to Inspire, Engage, and WOW*:

3 of 3 people found the following review helpful. Customer service -- what an old idea. By D. Saverino In today's environment where people have become accustomed to being treated like "walking wallets" by the places where they choose to spend their hard earned cash, the notion of providing outstanding service to one's customers is not a revolutionary idea. In fact, Mr. Michelli, does not present anything revolutionary in his book. What is revolutionary is that an online company like Zappos can capitalize on the old notion of customer service turn it into a religion of sorts,

prosper, and remain humble. Zappos' philosophy is based upon the notion of creating happiness, not only to its customers, but also by creating a happy environment for its employees. Although many of the ideas that made Zappos successful will not work as a cookie-cutter approach with all corporations, the overall philosophy will. Regardless of what industry one works in, the philosophy is worth adhering to -- that is, selling happiness at every level, and never forgetting that the customer is always right. This book is also full of great resources and interactive guides. Well worth a read!

1 of 1 people found the following review helpful. great cultural anecdotes  
By sarasotaboater  
Big fan of the zappos culture and this book. It shed some light on some key areas in terms of where the company prioritized time and efforts to foster a culture that flies in the face of what many organizations only pay lip service. Unlike other companies, zappos puts in the hard work to create such a culture.

0 of 0 people found the following review helpful. Improve teamwork at traditional office  
By C Griffith  
I am working to improve teamwork in my office and look forward to getting our traditional leadership team to understand the exciting viewpoint and culture of zappos!

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 yours—re looking for an inspirational path for creating a likable, trustworthy, and wow! organization, yours—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.

—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 Joseph has distilled, you can supercharge your efforts and start down the path to legendary success.

—Mark Sanborn, President, Sanborn Associates, Inc., and author of *The Fred Factor* and *You Don't Need a Title to Be a Leader*

Often, business owners look at media darlings like Zappos with their mouths agape, full of awe but unable to take action. For those eager to do more than watch, Joseph Michelli deconstructs the Zappos story and makes it attainable.

—Seth Godin, author of *Poke the Box*

About the Book: ZAPPOS. The name has come to stand for a new standard of customer service, an amazing online shopping experience, a great place to work, and the most impressive transformational business success story of our time. Simply put, Zappos is revolutionizing business and changing lives. Now, Joseph Michelli, author of the internationally bestselling business books *Prescription for Excellence* and *The Starbucks Experience*, explains how Zappos does it—and how you can do it in your industry. The Zappos Experience takes you through—and beyond—the playful, offbeat company culture Zappos has become famous for. Michelli reveals what occurs behind the scenes at Zappos, showing how employees at all levels operate on a day-to-day basis while providing the “big picture” leadership methods that have earned the company \$1 billion in annual gross sales during the last ten years—with almost no advertising. Michelli breaks the approach down into five key elements: Serve a Perfect Fit—create bedrock company values Make it Effortlessly Swift—deliver a customer experience with ease Step into the Personal—connect with customers authentically S T R E T C H—grow people and products Play to Win—play hard, work harder When you enhance the customer experience, increase employee engagement, and create an energetic culture, you can't help but succeed. Zappos has woven these five key components into a seamless strategy that's the envy of business leaders. Now that strategy is yours. With *The Zappos Experience*, Joseph Michelli delivers a package for instant success right to your doorstep. All you have to do is open and use it.

About the Author Joseph A. Michelli, Ph.D., is the bestselling author of *Prescription for Excellence* and *The Starbucks Experience*. He is an internationally sought after speaker and organizational consultant who has been featured on *The Glenn Beck Show* and *CNBC's On the Money*.