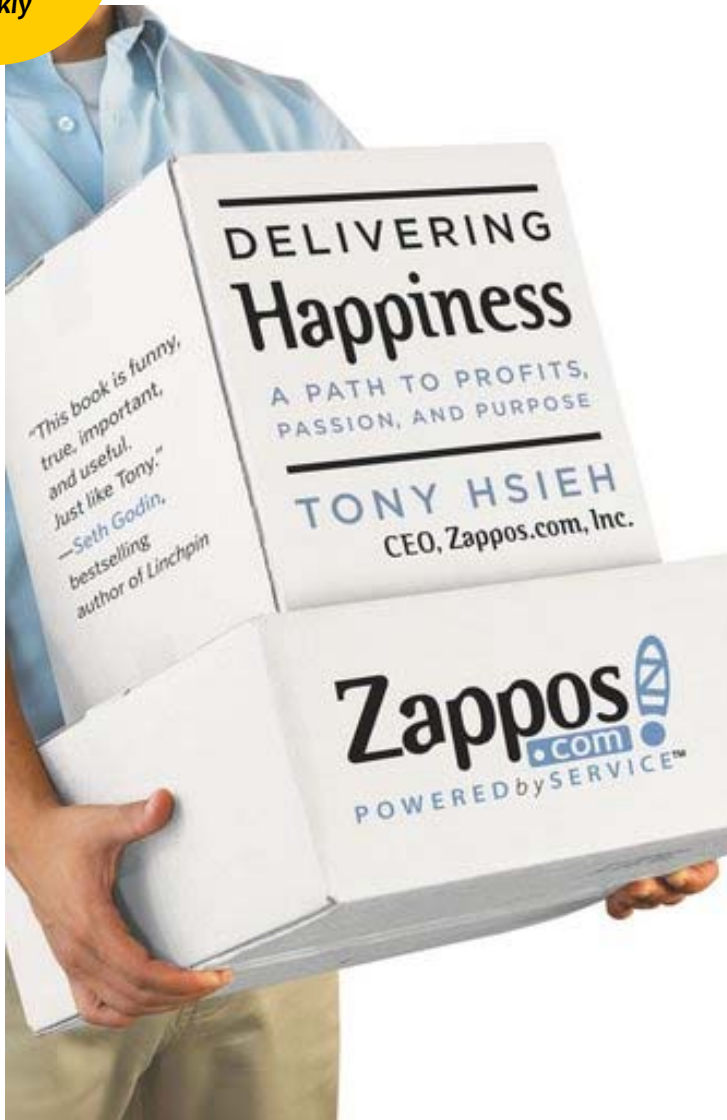


An Instant #1 New York Times Business Best Seller — How to Create a Successful Business By Making Customers Happy

"An Uplifting
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DELIVERING HAPPINESS : A PATH TO PROFITS, PASSION, AND PURPOSE

Tony Hsieh

"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*

"In *DELIVERING HAPPINESS*, Tony reveals the secret to his success at such a young age: leadership in culture and happiness." — Lance Armstrong

The hip, iconoclastic CEO of Zappos shows how a different kind of corporate culture can make a huge difference in achieving remarkable results—by actually creating a company culture that values happiness—and then delivers on it.

- * 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

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. 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.

TONY HSIEH became involved with Zappos as an advisor and investor in 1999, about two months after the company was founded. He eventually joined Zappos full time in 2000.

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