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The Zappos Experience: 5 Principles to Inspire, Engage, and Wow

By Joseph A Michelli

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. 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...



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