



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

Joseph Michelli

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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 you’re looking for an inspirational path for creating a likable, trustworthy, and wow! organization, you’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. Don’t just read it; use it.”

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.

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From reader reviews:

Jack Unger:

This The Zappos Experience: 5 Principles to Inspire, Engage, and WOW book is not ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book will be information inside this guide incredible fresh, you will get data which is getting deeper an individual read a lot of information you will get. This specific The Zappos Experience: 5 Principles to Inspire, Engage, and WOW without we recognize teach the one who reading it become critical in pondering and analyzing. Don't end up being worry The Zappos Experience: 5 Principles to Inspire, Engage, and WOW can bring when you are and not make your tote space or bookshelves' grow to be full because you can have it in your lovely laptop even telephone. This The Zappos Experience: 5 Principles to Inspire, Engage, and WOW having fine arrangement in word along with layout, so you will not experience uninterested in reading.

Cora Morrell:

Spent a free the perfect time to be fun activity to complete! A lot of people spent their down time with their family, or their very own friends. Usually they doing activity like watching television, gonna beach, or picnic within the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your free time/ holiday? May be reading a book is usually option to fill your totally free time/ holiday. The first thing that you ask may be what kinds of reserve that you should read. If you want to try out look for book, may be the book untitled The Zappos Experience: 5 Principles to Inspire, Engage, and WOW can be great book to read. May be it might be best activity to you.

George Clark:

Are you kind of stressful person, only have 10 or 15 minute in your day time to upgrading your mind talent or thinking skill perhaps analytical thinking? Then you have problem with the book when compared with can satisfy your short period of time to read it because this time you only find reserve that need more time to be go through. The Zappos Experience: 5 Principles to Inspire, Engage, and WOW can be your answer given it can be read by an individual who have those short spare time problems.

Richard Haley:

As a college student exactly feel bored to be able to reading. If their teacher requested them to go to the library or even make summary for some publication, they are complained. Just very little students that has reading's soul or real their interest. They just do what the instructor want, like asked to the library. They go to there but nothing reading really. Any students feel that studying is not important, boring in addition to can't see colorful photographs on there. Yeah, it is to be complicated. Book is very important for you. As we know that on this period, many ways to get whatever you want. Likewise word says, ways to reach Chinese's country. Therefore , this The Zappos Experience: 5 Principles to Inspire, Engage, and WOW can make you sense more interested to read.

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