



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

*Joseph Michelli*

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

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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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Nowadays reading books be a little more than want or need but also work as a life style. This reading practice give you lot of advantages. Advantages you got of course the knowledge your information inside the book that will improve your knowledge and information. The information you get based on what kind of e-book you read, if you want drive more knowledge just go with education and learning books but if you want experience happy read one using theme for entertaining such as comic or novel. Often the The Zappos Experience: 5 Principles to Inspire, Engage, and WOW is kind of guide which is giving the reader unstable experience.

#### **Jimmy Dietz:**

People live in this new day of lifestyle always make an effort to and must have the time or they will get lot of stress from both day to day life and work. So , once we ask do people have free time, we will say absolutely yes. People is human not a robot. Then we request again, what kind of activity do you have when the spare time coming to you of course your answer will probably unlimited right. Then ever try this one, reading books. It can be your alternative with spending your spare time, the book you have read is actually The Zappos Experience: 5 Principles to Inspire, Engage, and WOW.

#### **Katie Doll:**

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#### **Kent Walker:**

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