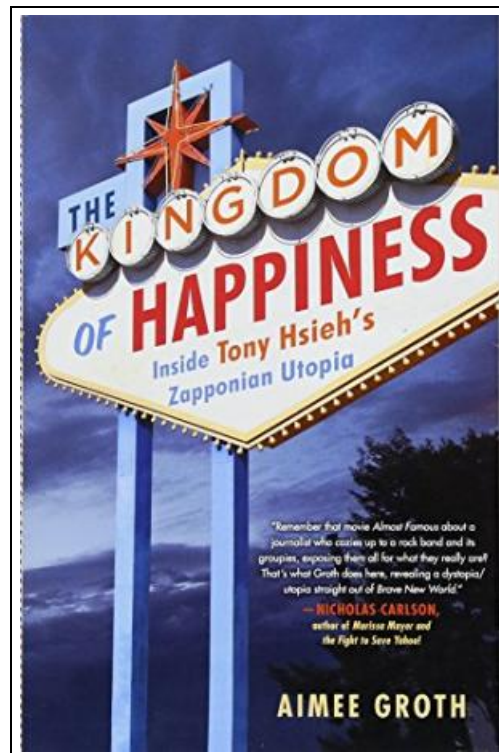


## The Kingdom of Happiness: Inside Tony Hsieh's Zapponian Utopia



Filesize: 3.11 MB

### **Reviews**

*It is simple in read through safer to comprehend. This is for anyone who statte that there was not a really worth reading through. It is extremely difficult to leave it before concluding, once you begin to read the book.*  
(Samanta Klein)

## THE KINGDOM OF HAPPINESS: INSIDE TONY HSIEHS ZAPPONIAN UTOPIA

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Touchstone. Paperback. Condition: New. 320 pages. Fearless gonzo journalist insiders look at the enigmatic and successful CEO of Zappos, Tony Hsieh, and his quest to create his own version of utopia in the center of Las Vegas. In 2010 Tony Hsieh was introduced to many as a visionary modern business leader. Under Hsiehs leadership, Zappos became the worlds largest online shoe company by championing satisfied customers and a valued workforce. After his company was purchased by Amazon, even as he continued as its CEO, Hsieh engaged his energies and considerable fortune toward a much larger goal: building a new and more socially conscious Silicon Valley in the heart of downtown Las Vegas, all within his five-year plan. Hsieh challenged business and technology journalist Aimee Groth to uproot her life and participate in his social engineering experiment. Beginning with couch surfing, moving to a Downtown Project crash pad, and then living in Zappos corporate housing above the Gold Spike bar, Groth had a front-row view of Hsiehs efforts to build his ideal society. With interviews from insiders on all ends of the Zappos spectrumlike the broken dolls who gravitate toward Hsiehs almost cultlike personality and make up some of his inner circle, to the Zapponians who live and work on campus, to players in the top echelon of Silicon ValleyGroth offers a unique view of a world few people know much about, and sheds a new light on this complex, eccentric man. The Kingdom of Happiness is the story of one mans quest to create his own nirvana in the desert based on his exacting design and experimentation with lessons hes gleaned not only from the incredible success of Zappos, but also from rave culture and Burning Man. Is it the business model of the future or a cautionary tale of...

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