

Happy at Any Cost
Make Your Idea Matter
Google Analytics Demystified
Escape the Complexity Trap and Get to Work That Matters
How Starbucks Fought for Its Life without Losing Its Soul

Summary: Delivering Happiness

While instant communication is now easier than ever, people's attention is spread thin, time has never been more valuable, and disengagement in both customers and employees is at an all-time high. This means most brands never reach their full potential. But what would it look like if your customers were no longer disenchanted from being chased across the internet and hounded for likes, shares, opt-ins, and purchases? There's a way to break this cycle that doesn't include using meaningless jargon or flashy but confusing digital marketing tools. To truly connect with your customers and employees, you need a straightforward plan that will amplify your message and propel you to a degree of engagement that you never realized existed. In The Seventh Level, Amanda Slavin hands you the keys to unlock authentic engagement and attain higher achievement across the board. Slavin unveils the tools to measure and grow your brand's engagement, forge a deeper more personal connection with customers, and unite your employees around a shared mission. If you want to dismantle the obstacles standing in your way of engagement, let The Seventh Level be your guide.

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 Oh, and make money too . . . Sound crazy? It's all standard operating procedure at Zappos, the online retailer that's doing over \$1 billion in gross merchandise 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, from starting a worm farm to running a pizza business, through LinkExchange, Zappos, and more. 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. #1 New York Timesand Wall Street Journal bestseller

"The fullest account yet of the rise of one of the most profitable, most powerful, and oddest businesses the world has ever seen." -San Francisco Chronicle Just eleven years old, Google has profoundly transformed the way we live and work-we've all been Googled. Esteemed media writer Ken Auletta uses the story of Google's rise to explore the future of media at large. This book is based on the most extensive cooperation ever granted a journalist, including access to closed-door meetings and interviews with industry legends, including Google founders Larry Page and Sergey Brin, Marc Andreessen, and media guru "Coach" Bill Campbell. Auletta's unmatched analysis, vivid details, and rich anecdotes illuminate how the Google wave grew, how it threatens to drown media institutions, and where it's taking us next.

With Search Inside Yourself, Chade-Meng Tan, one of Google's earliest engineers and personal growth pioneer, offers a proven method for enhancing mindfulness and emotional intelligence in life and work. Meng's job is to teach Google's best and brightest how to apply mindfulness techniques in the office and beyond; now, readers everywhere can get insider access to one of the most sought after classes in the country, a course in health, happiness and creativity that is improving livelihood and productivity of those responsible for one of the most successful businesses in the world. With forewords by Daniel Goleman, author of the international bestseller Emotional Intelligence, and Jon Kabat-Zinn, renowned mindfulness expert and author of Coming To Our Senses, Meng's Search Inside Yourself is an invaluable guide to achieving your own best potential.

Get Happiness

Proven Professional Techniques for Writing with Style and Power

The Unexpected Path to Achieving Success, Happiness (and World Peace)

Ashfall Legacy

The End of the World As We Know It

How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know

A Journey of Recovery From Spinal Cord Injury

The Second Edition has been completely revised and updated to reflect the current state of Google Analytics. In addition to these changes, the book has been expanded with new chapters that help you understand how to:

- ensure data integrity by removing referral spam,
- use cohort analysis, benchmarking and treemaps to improve insights into site performance,
- use custom tables to reduce data overload, and
- increase site traffic through search engine optimization.

Discussion has also been expanded and refocused throughout the book to make content more actionable and responsive to your own strategic information needs. The Second Edition shows you how you can use Google Analytics to immediately make better informed and therefore more successful decisions. Simply put, Google Analytics Demystified helps you work smarter (not harder), so that you can increase the success of your digital property. We show you how to use and apply Google Analytics to answer questions such as: How are visitors finding my site? What do they do when they arrive? Which content do my visitors find most interesting and motivating? How much of my content is actually being consumed? How do I set site goals and measure how well they are being achieved? What are the strengths and weaknesses of site interactions? What can I do to improve visitors' experience and engagement? How well are my campaigns working? How can I make my campaigns more effective? How can I conduct tests to optimize site characteristics? How do I manage data flow and analysis?

How do I choose the most appropriate and useful reports and data? The book's approach is unique. Beyond detailed yet easy to understand explanations of key concepts, the book provides you with a free website. This approach advances your learning in three important ways. First, you will be an active rather than a passive participant in the learning process. You will be able not only to read about what Google Analytics can do, but you can immediately apply and explore key concepts on a working website. Second, you can explore Google Analytics without risk to existing data. Since mistakes are an important part of the learning process, you can make and correct errors without any harm to your existing website. Finally, because you will have an active site and real data, you can explore on your own, thereby increasing your depth of understanding. We walk you through all the steps to obtain and get the free site up and running. There are also self-assessment questions, application exercises, and case studies (all with answers provided) to ensure your full understanding of Google Analytics.

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-today 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.

The must-read summary of Tony Hsieh's book: "Delivering Happiness: A Path to Profits, Passion and Purpose". This complete summary of the ideas from Tony Hsieh's book "Delivering Happiness: A Path to Profits, Passion and Purpose" shows how everyone has the potential to become a successful entrepreneur with dedication and hard work. In his book, Hsieh explains the best practices of his own company, Zappos, and how it is important to create a customer-focused company that also provides a happy working environment for employees. This book is a must-read for any budding entrepreneur who wants to learn from the best in the business and start building their fortune. Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Delivering Happiness" and find out how you can start focusing on other people's happiness to increase your own.

The former Executive Vice President of Walt Disney World shares indispensable Rules for serving customers with consistency, efficiency, creativity, sincerity, and excellence. Lee Cockereil knows that success in business—any business—depends upon winning and keeping customers. In 39 digestible, bite-sized chapters, Lee shares everything he has learned in his 40+ year career in the hospitality industry about creating an environment that keeps customers coming back for more. Here, Lee not only shows why the customer always rules, but also the Rules for serving customers so well they'll never want to do business with anyone but you. For example: Rule #1: Customer Service Is Not a Department Rule #3: Great Service Follows the Laws of Gravity Rule #5: Ask Yourself "What Would Mom Do?" Rule #19: Be a Copycat Rule #25. Treat Every Customer like a Regular Rule #39: Don't Try Too Hard As simple as they are profound, these principles have been shown to work in companies as large as Disney and as small as a local coffee shop; from businesses selling cutting-edge technologies like computer tablets to those selling products as timeless as shoes and handbags; at corporations as long-standing as Ford Motors and those as nascent as a brand new start-up. And they have been proven indispensible at all levels of a company, from managers responsible for hiring and training employees, setting policies and procedures, and shaping the company culture to front line staff who deal directly with clients and customers Chock-full of universal advice, applicable online and off, The Customer Rules is the essential handbook for service excellence everywhere.

The Customer Rules

Authentic

Customer Satisfaction is Worthless, Customer Loyalty is Priceless

A Path to Profits, Passion and Purpose

The Power of WOW

How Great Companies Get Their Mojo from Maslow Revised and Updated

Executive Presence

Are you "leadership material"? More importantly, do others perceive you to be? Sylvia Ann Hewlett, a noted expert on workplace power and influence, shows you how to identify and embody the Executive Presence (EP) that you need to succeed. You can have the experience and qualifications of a leader, but without executive presence, you won't advance. EP is an amalgam of qualities that true leaders exude, a presence that telegraphs you're in charge or deserve to be. Articulating those qualities isn't easy, however. Based on a nationwide survey of college graduates working across a range of sectors and occupations, Sylvia Hewlett and the Center for Talent Innovation discovered that EP is a dynamic, cohesive mix of appearance, communication, and gravitas. While these elements are not equal, to have true EP, you must know how to use all of them to your advantage. Filled with eye-opening insights, analysis, and practical advice for both men and women, mixed with illustrative examples from executives learning to use the EP, Executive Presence will help you make the leap from working like an executive to feeling like an executive.

Mojo is the moment when we do something that's purposeful, powerful, and positive and the rest of the world recognizes it. This book is about that moment—and how we can create it in our lives, maintain it, and recapture it when we need it. In his follow-up to the New York Times bestseller What Got You Here Won't Get You There, #1 executive coach Marshall Goldsmith shares the ways in which to get—and keep—our Mojo. Our professional and personal Mojo is impacted by four key factors: identity (who do you think you are), achievement (what have you done lately?), reputation (who do other people think you are—and what have you've done lately?), and acceptance (what can you change—and when do you need to just "let it go?"). Goldsmith outlines the positive actions leaders must take, with their teams or themselves, to initiate winning streaks and keep them coming. Mojo is: that positive spirit—towards what we are doing—now—that starts from the inside—and radiates to the outside. Mojo is at its peak when we are experiencing both happiness and meaning in what we are doing and communicating this experience to the world around us. The Mojo Toolkit provides fourteen practical tools to help you achieve both happiness and meaning—not only in business, but in life.

Presenting the stories of successful companies who rose out of virtual obscurity to dominate their markets, a guide to creating market differentiation by exceeding customer expectations outlines the author's TouchPoint Branding philosophies, in a volume complemented by a CD of supplemental materials and a software-driven study guide. 30,000 first printing.

Mojo

Googled

Strategic human capital management

The Seventh Level

Delivering Happiness Through 30 Practical Wisdom Lessons

The Effortless Experience