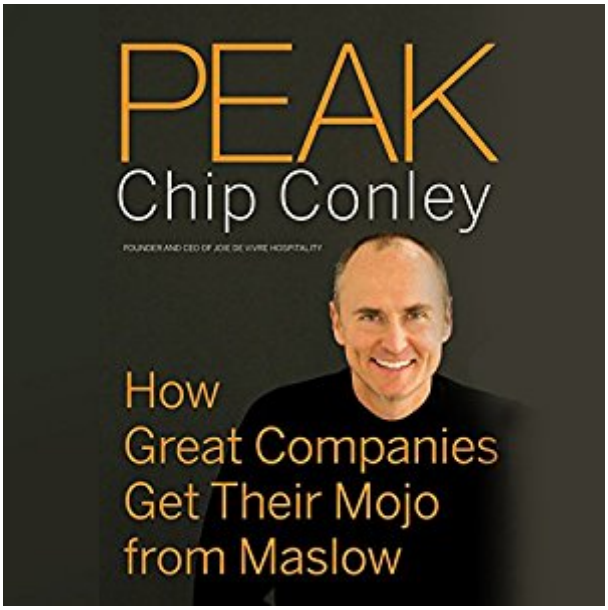
The book was found

Peak: How Great Companies Get Their Mojo From Maslow



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

After a long climb to the pinnacle of the hospitality industry, Chip Conley - CEO and founder of Joie de Vivre Hospitality - was rocked to his foundation by a dramatic economic downturn. His company was suddenly undercapitalized and overexposed in the post-dot.com, post 9/11 economy. This desperate situation made Conley reaffirm his belief in psychologist Abraham Maslow's iconic concept of the Hierarchy of Needs and rely on Maslow's theory of human motivation to help his business flourish once more. In Peak, Conley explores how Joie de Vivre - the second largest boutique hotelier in the world ï¿ overcame the storm that hit the travel industry by applying translations of Maslow's ideas to his company's winning business practices. Part memoir, part theory, and always practical, accessible, and engaging, Peak offers a behind-the-scenes look at Joe de Vivre's remarkable transformation. Throughout this audiobook, Conley provides real-world examples from other companies including Google, Whole Foods Market, Harley-Davidson, and Southwest Airlines, and shows how anyone can bring similar changes to their own work and personal lives. Peak reveals the miracle of human potential and shows what can happen when employees live up to their full potential, customers are completely transformed by the experience they receive, and investors are fulfilled by leveraging the potential of their capital.

Book Information

Audible Audio Edition
Listening Length: 7 hoursÂ andÂ 42 minutes
Program Type: Audiobook
Version: Unabridged
Publisher: Gildan Media, LLC
Audible.com Release Date: June 6, 2008
Whispersync for Voice: Ready
Language: English
ASIN: B001AWVRYA
Best Sellers Rank: #84 inÂ Books > Health, Fitness & Dieting > Psychology & Counseling > Occupational & Organizational #86 inÂ Books > Medical Books > Psychology > Occupational & Organizational #612 inÂ Books > Business & Money > Human Resources > Human Resources & Personnel Management

Customer Reviews

Chip Conley has a bold vision - he wants to use his company as an instrument to make the world a

better place. Rarely have I heard a businessman state his vision so boldly and this alone deserves a cheer.Joie de Vivre - a lot of persons will learn to pronounce this soon! - is a boutique hotel chain and each property is unique. I have stayed at two and I can testify that the servce is outstanding. If ever you find yourself in San Francisco stay at the Miyako in the heart of Japantown. The faux ricepaper screens and artwork will make you feel as if you are in Japan and the deep granite soak tub and private sauna in the suite will round out the feeling.Chip draws heavily from the work of Abraham Maslow in running his business. Maslow, as any MBA will tell you, is the guy who came up with the notion of the "hierarchy of needs" which postulates that all humans have basic needs for things like food and shelter and, as these are satisfied, higher order needs like belonging and esteem open up. At the top is "self-actualization" which is a need to realize one's full potential. What I did not know till I read this book is that Maslow had spent a lot of time pondering the implications of his theory for business and had actually recorded his thoughts in books many of which are now out of print. I will now scour the Internet for these.Chip's genius is that he came up with an organized and disciplined method of applying these principles to his operations. The book is basically divided into three parts - one dealing with employees, one with customers and the final one with investors. For each of these, he offers tips on how to meet their lower order needs and then lead the way to them fulfilling their higher order needs and seeing that they are doing so.

PEAK is one of my all time favorite business books. I will never be able to do it justice in this short review. PEAK is definitely a "must read" for every executive, CEO and business owner for whom "being ordinary is not an option."Over the past 22 years, I have worked with many successful companies and leaders. Yet from the first pages of reading this book, I knew that Joie De Vivre (JDV) and Chip Conley (the CEO and author) are a rare breed in today's business world, integrating money with meaning, doing with becoming, success with significance. Here are my reasons why I love this book.In my experience, there are few companies that go beyond meeting the basic needs of their employees, customers and investors. Only a handful of companies committed to honoring the full hierarchy of employee, customer and investor needs as the foundation to their own profitability, success and legacy. JDV and Chip Conley clearly walk their talk in that regard and are amongst that small minority.PEAK is multi-fasceted. I felt like I was reading 3 books in one -- a personal narrative/story, a "teaching" manual and a "how to" roadmap -- packed with wisdom, inspiration, provocative ideas and action steps. The book grabbed my attention right away as the author shared his "hero's journey." A story about how JDV, a fast rising star in the '90's, plummeted into a downward spiral with the dotcom industry crash and then hit with an additional catastrophic

jolt with 9/11. Tough times like these test a true leader’s courage, tenacity, values and substance ... and his/her willingness to heed "the call" to embark on the hero’s journey. As the saying goes, "when the student is ready, the teacher appears.

Download to continue reading...

Peak: How Great Companies Get Their Mojo from Maslow Learning FPGAs: Digital Design for Beginners with Mojo and Lucid HDL Magical Mojo Bags Start Your Own Corporation: Why the Rich Own Their Own Companies and Everyone Else Works for Them (Rich Dad Advisors) Cholesterol:The Great Cholesterol Hoax: Why Cholesterol Lowering Drugs Won’t Help You Live One Day Longer And Drug Companies Know It (Cholesterol diet, ... Cholesterol lowering foods,heart disease) Racing Weight: How to Get Lean for Peak Performance (The Racing Weight Series) Essays That Will Get You into Medical School (Essays That Will Get You Into...Series) [Second Edition] (Barron’s Essays That Will Get You Into Medical School) How to Get Abs: More Fantastic Exercises That Will Help You Flatten Your Stomach and Reveal Those Sexy Abs (Health, Flat Abs, How to Get Abs, How to Get Abs Fast Book 2) Collectible German Animals Value Guide, 1948-1968: An Identification and Price Guide to Steiff, Schuco, Hermann, and Other German Companies Hake’s Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Marketing Big Oil: Brand Lessons from the World’s Largest Companies Monetizing Innovation: How Smart Companies Design the Product Around the Price The Truth About Caffeine : How Companies That Promote It Deceive Us and What We Can Do About It World Class Contracting (How Winning Companies Build Successful Partnerships in the e-Business Age) A Guide to Energy Service Companies Banking Law Manual: Federal Regulation of Financial Holding Companies, Banks and Thrifts Soft Tissue Injuries and Hard Ball Tactics: Dealing With Soft Tissue Injuires and Insurance Companies The Regulation Game: How British and West German Companies Bargain With Government Dispensing with the Truth: The Victims, the Drug Companies, and the Dramatic Story Behind the Battle over Fen-Phen Administracion de empresas constructoras/Administration of construction companies (Spanish Edition)

Dmca