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Serve a Perfect Fit—create bedrock company values
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The Zappos Experience: 5 Principles to Inspire, Engage and Wow by Joseph Michelli was chosen by Soundview Executive Book Summaries as one of the Top 30 Business Books of 2012. THE SOUNDVIEW REVIEW : When business book authors seek companies that exemplify superior abilities in areas such as innovation, product development and talent development, a small list of names rapidly fills the pool.

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The Zappos Experience Summary | Joseph A. Michelli | Soundview

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The Zappos' Experience: Culture Should Be a Verb |

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