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after fifteen years of rising to the pinnacle of the hospitality industry chip conley s company was suddenly undercapitalized and overexposed in the post dot com post 9 11 economy for relief and inspiration conley the ceo and founder of joie de vivre hospitality turned to psychologist abraham maslow s iconic hierarchy of needs this book explores how conley s company the second largest boutique hotelier in the world overcame the storm that hit the travel industry by applying maslow s theory to what conley identifies as the key relationship truths in business with employees customers and investors part memoir part theory and part application the book tells of joie de vivre s remarkable transformation while providing real world examples from other companies and showing how readers can bring about similar changes in their work and personal lives conley explains how to understand the motivations of employees customers bosses and investors and use that understanding to foster better relationships and build an enduring and profitable corporate culture

proven principles for sustainable success with new leadership insight peak is the popular transformative guide to doing business better written by a seasoned entrepreneur ceo who has disrupted his favorite industry not once but twice author chip conley founder and former ceo of one of the world s largest boutique hotel companies turned to psychologist abraham maslow s hierarchy of needs at a time when his company was in dire need and years later when the young founders of airbnb asked him to help turn their start up home sharing company into a world class hospitality giant conley once again used the principles he d developed in peak in the decade since this book s first edition conley s peak strategy has been developed on six continents in organizations in virtually every industry the author s foundational premise is that great leaders become amateur psychologists by understanding the unique needs of three key relationships with employees customers and investors and this message has resonated with every kind of leader and company including some of the world s best known from apple to facebook avid users of peak have found that the principles create greater loyalty and differentiation with their key stakeholders this new second edition includes in depth examples of real world peak companies including the author s own at airbnb and exclusive peak leadership practices that will take you and your company s performance to new heights whether you re at a startup or a fortune 500 company at a for profit nonprofit or governmental organization this book can help you and your people reach potential you never realized you had understand how maslow s hierarchy makes for winning business practices learn how peak drove some of today s top businesses to success help employees reach their full potential and beyond transform the customer experience and keep investors happy the peak framework succeeds because it elevates the business from the inside out these same principles apply in the boardroom the breakroom and your living room at home and have proven to be the foundation of healthy fulfilled lives even if you think you re doing great you could always be doing better and peak gives you a roadmap to the next level

it began with a letter scott wrote to the ceo of his company amidst the economic turmoil brought on by the 2008 financial crisis senior management solicited feedback from employees on ways to improve the operations of the firm going forward the message resonated with scott he sensed a different way of doing things that by examining company values and focusing on teamwork the firm could achieve economic profit and create a workforce of engaged fulfilled team members completing this exercise had profound meaning for him scott began to see the power of identifying core values establishing team culture and developing an action plan for success the letter turned into a blueprint for creating a new career and a life of purpose in an enlightening account of scotts journey of introspection and inspiration he provides a how to guide for transforming any area of life and delivers one profound message living a life of fulfillment is predicated on honoring your passion and purpose and contributing meaningfully to others around you in this moment of economic rebirth and global self examination there has never been a better time to follow your heart and claim ownership for your true identity we the world and individuals cannot afford to ignore those internal impulses that are telling each of us to believe in ourselves and honor what we are most passionate about creating and contributing in our lives the stakes political economic social and spiritual are just too high not to join scott as he teaches you how to find your passion and turn it into a life of meaning

what the difference is between a career and a calling what your trajectory of purpose is and how defining it now will improve your life forever how to start your own company from scratch and establish values of lasting success how to create a mindset of opportunity and see the world as a team effort how to live a life of self leadership that allows you to call the shots and be the architect of your own life the timeas alwaysis now

this edited collection focuses on general principles and practices of professional learning and development in both pre service and in service teacher contexts for language education around the world the field of teaching is a constantly evolving profession and one of the most important aspects of teaching is learning research shows that the more professional learning and development that teachers engage in the more likely their students are to succeed and the more likely they are to be effective and fulfilled in their careers this edited collection seeks to stress the continued importance of teacher engagement in professional learning and development for language educators through a variety of different essential elements among them pre service teacher education in service teacher education utilizing professional associations as well as technology enhanced activities the book showcases the diversity of teacher learning and development activities and practices used in unique and atypical language education contexts around the world the contributions in this collection exhibit work done on the african continent and in countries such as brazil canada japan nepal saudi arabia the united arab emirates the united states and the united kingdom the book will be especially useful for students and pre service teachers in tesol language teaching and bilingual education as well as in service teachers of multilingual learners

new from bestselling author joseph michelli how airbnb has disrupted the hospitality industry for unparalleled success critical lessons that apply to any 21st century business no one understands better than joseph michelli how businesses create and leverage world class customer experiences over the past decade michelli has guided businesses in human experience transformation and revealed how starbucks zappos mercedes and other top companies design and execute the strategies that made them the undisputed leaders of their industries now michelli turns his attention to major disrupter airbnb in the airbnb way he shows how innovative leaders have managed to build an unique brand by inspiring and engaging a community of hospitality entrepreneurs a feat unparalleled in the shared economy inside you ll find airbnb s strategies and practices that drive customer engagement and loyalty how to provide phenomenal customer service in the shared economy proven principles for getting the most from all stakeholders including those who share resources and services exclusive interviews with airbnb leaders hosts and guests that provide invaluable information for your business the shared economy is the future but it introduces business challenges never before faced how do you serve a broad range of customers across varying geographies through a distributed network of partners airbnb has solved the puzzle and michelli shows you all the pieces and how they fit together

you ve streamlined processes you ve restructured you ve sought customer and employee feedback you ve tried everything now

try something that works whether you lead three employees or 3 000 this book shows you how to increase productivity collaboration and profitability using the simple yet powerful tools from the new field of positive psychology

get inspired get excited get results a proven approach to corporate culture that s positively contagious you are about to enter a new era of leadership with more competition more connectedness and more opportunities than ever before this exciting new era demands a workplace culture that is collaborative productive energized and contagious a culture that encourages extraordinary growth and innovation a culture that starts with you showing up setting the tone and lighting the fire this book is about answering that call and setting yourself up for success it s about improving your leadership presence and your impact not just on others but yourself it s about creating the space you need to share your vision state your intention and jump start your team it s about working yourself over from the inside out so you can become the strong effective inspiring leader you know you can be this is contagious culture a game changing guide to transforming corporate culture from within developed by the award winning creator of the iep method to strengthen your intentional energetic presence this is more than a leadership book this is your future calling award winning organizational advisor anese cavanaugh reveals the secrets of iep intentional energetic presence for transforming your workplace and your life the key to any company s success lies in its culture this game changing guide shows you how to shape and revitalize this culture by setting the tone engaging the team and creating a dynamic working environment that encourages growth productivity and innovation it all starts with you using the book s unique iep method you can be the kind of leader people want to follow not have to follow craft your intention and make a real impact unleash your energy and watch it spread like wildfire unlock greater collaboration in your teams and greater leadership in your people show up for others by setting yourself up for success bring out the best in everyone including yourself create a contagious work culture that people want to catch with these proven step by step techniques you can take control of the culture you work in and build a healthier more functional environment from the inside out you ll find helpful transformative tools and exercises for improving collaborations opening communications and implementing changes you ll discover the best methods for handling the toughest challenges whether it s hiring and firing strategizing and organizing busyness or burnout best of all you ll learn how to enhance your intentional energetic presence iep so you ll always be fully present purposeful and prepared to share your vision with infectious energy and enthusiasm contagious culture is so much more than a leadership guide it s a complete cultural mind shift that s not only exciting for you and your team it s absolutely positively contagious

more than a quarter of a million people have completed the core values index they received a description of their most innate unchanging nature they acknowledge the cvi as the first instrument to give them a real understanding of who they really are now in choices the creator of the revolutionary cvi teaches us what he has learned about the universal human operating system hos that exists within each of us how it works and how to manage ourselves more consciously more effectively choices teaches us how to live a more successful and fulfilling life through the practice of core values

consciousness this adult level of thinking and living is made more available to us all through the cvi page 2 of cover

human resource management in small business fills a gap in our understanding of economic performance small businesses are more numerous have more employees and contribute more to the economies of nations throughout the world than do large organizations this book examines a range of issues including the significance of human resource management hrm practices to small business success the management of work hours and work stressors work and family issues succession planning employee recruitment and selection and managing staff it also explores how individuals develop hrm skills and learn from their own and others experiences the role of hrm practices in successful small businesses is illustrated through a range of case studies including contributors who are internationally recognized academics from a range of countries this book will prove to be an essential resource for postgraduate students and academics in management professional managers and owners in smes will also discover great insights from this admirable book

feeling rich is the difference between just existing and being gloriously deeply passionately alive living the very best life you were born to lead what does feeling rich have to do with actually being rich plenty it turns out your beliefs and feelings about money drive how you see yourself and how you define rich the feel rich project starts by analyzing your specific history with and feelings about money then uses that information to help you redirect your life where you want it to go it s a uniquely personal experience during which you will explore your needs values and beliefs what does true wealth look like for you learn how your life experiences created your money beliefs and habits understand how to replace destructive money habits with those that support your vision of a happy life create a just for you action plan to meet your goals and start living richly sometimes you need help to energetically and purposefully pursue the life you crave the feel rich project is an inspirational but practical guide to help you build your true wealth a compassionate warm momentum building program for all who dare to seek meaning and joy

the summary of peak how great companies get their mojo from maslow presented here include a short review of the book at the start followed by quick overview of main points and a list of important take aways at the end of the summary the summary of the book peak from 2007 tells the story of how successful hotelier chip conley was inspired by a book on psychology and how he then applied that inspiration to his own business philosophy these ideas show us how we can find long term success and happiness by shifting away from a fixation on profit and instead focusing on creating positive relationships with customers and investors this shift will allow us to find success in the long term and happiness in the short term peak summary includes the key points and important takeaways from the book peak by chip conley disclaimer 1 this summary is meant to preview and not to substitute the original book 2 we recommend for in depth study purchase the excellent original book 3 in this summary key points are rewritten and recreated and no part text is directly taken or copied from original book 4 if original author publisher wants us to remove this summary please contact us at support mocktime com

the 3rd edition of advertising principles and practice is the only practical applied guide to the real world of advertising in australasia using award winning examples of how and why great advertising is achieved it features new coverage of advertising s role within the integrated marketing communications imc moriarty explores the ever changing media landscape and encourages readers to think about the ways in which advertising operates as part of a broader communication strategy how do you define great advertising how do you encourage creativity in advertising how can interactive and digital media add value to advertising these questions and many more are comprehensively answered inside this australian adaptation of the us text advertising imc principles and practice by moriarty mitchell and wells

managing and marketing through motivation

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Introduction

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