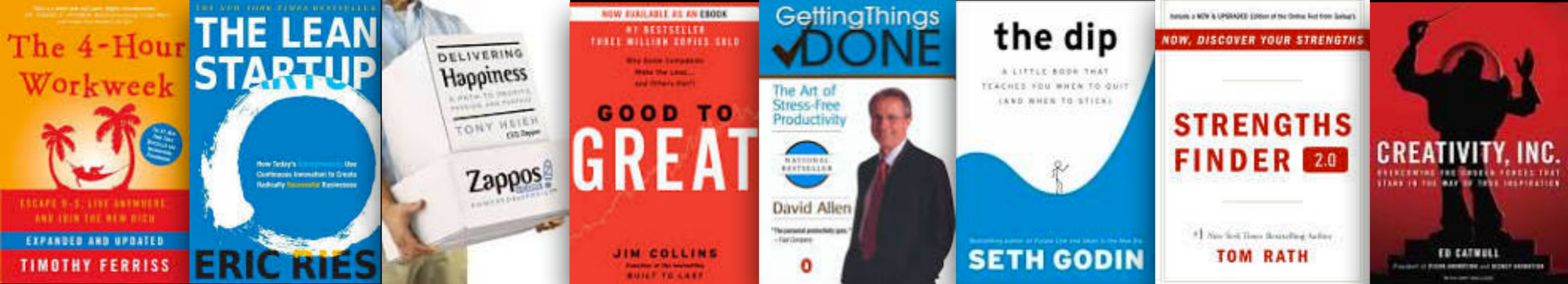


# DELIVERING HAPPINESS

A Path to Profits, Passion, and  
Purpose

Book By Tony Hsieh  
Slides by Ryan Battles

HSIEH, TONY. DELIVERING HAPPINESS: A PATH TO  
PROFITS, PASSION, AND PURPOSE. NEW YORK:  
BUSINESS PLUS, 2010.



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The book itself is largely a series of stories  
from Hsiegh's experience.

These notes are inspirational, actionable  
takeaways from those stories.

Happiness is both an art and a science, and  
the science part can be learned

That which makes us happy is always  
evolving and requires constant attention

Happiness comes from experiences and  
perspective, not from things

The risk/reward payoff in pursuing happiness  
is better than one thinks

Money isn't the source of happiness.



Having a larger amount of money makes it much easier and likely to actually work on things you are passionate about. This can make you happy, too

Money and achievement to prove something to others are both tempting distractions from pursuing more fulfilling activities

Happiness isn't always immediate

Happiness is not driven by achieving a goal.  
It's driven by figuring out what circumstances  
make you happy and then creating those  
circumstances.

Higher purpose matters a lot more than  
immediate pleasure.

Friends are vital to creating a successful business and living a successful life.

Including others in your success makes your  
success and happiness that much greater  
and more rewarding

Good culture is critical for organizational success because it creates a company's brand.



Culture is not an immediate byproduct of the people working at a company but rather the product of conscious work and effort

Zappos' success is a clear illustration of the importance of not only strictly adhering to core values but also having them be complementary to each other.

The choice of a location has a disproportionate impact on a company, far beyond the location of its physical buildings and employees.

Do not outsource your competitive  
advantage

Treating vendors well pays off in the long  
run.

Sometimes you have to believe in yourself  
and your passion, and take a leap of faith,  
even when no one else does

Businesses built on loyalty usually end up driving greater penetration than focusing on penetration alone

Choosing where to play is the most important decision in business.



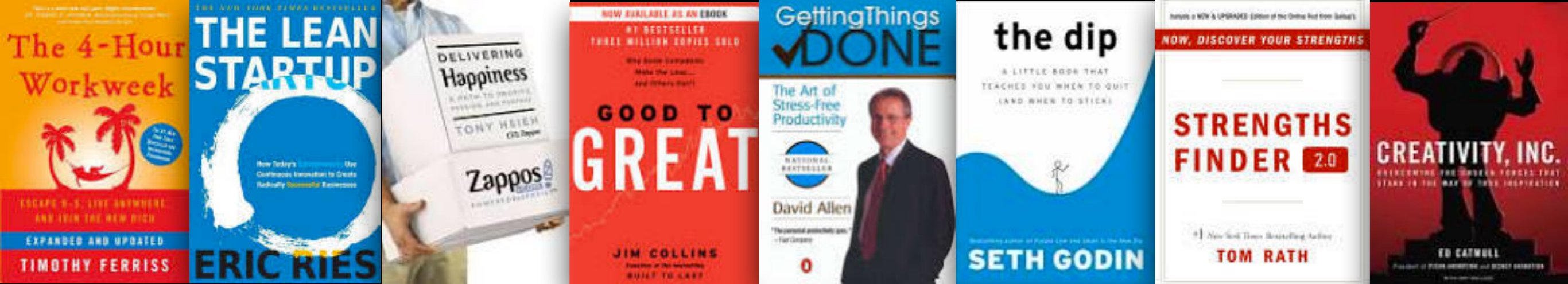
Many of the services Tony was religious about at Zappos (e.g. free shipping, upgraded overnight service, culture book, customer service) were expensive and had hard-to-quantify ROI's , yet ultimately drove long-term success for the company.

THIS HAS BEEN A BRIEF OVERVIEW OF THE  
MAIN IDEAS OF DELIVERING HAPPINESS.

BUY THE BOOK FOR THE FULL EXPERIENCE

HSIEH, TONY. DELIVERING HAPPINESS: A  
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NEW YORK: BUSINESS PLUS, 2010.

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