



Peak: How Great Companies Get Their Mojo from Maslow

By Chip Conley

Download now

Read Online 

Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley

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.

 [Download Peak: How Great Companies Get Their Mojo from Masl
...pdf](#)

 [Read Online Peak: How Great Companies Get Their Mojo from Ma
...pdf](#)

Peak: How Great Companies Get Their Mojo from Maslow

By Chip Conley

Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley

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.

Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley Bibliography

- Sales Rank: #48447 in Books
- Brand: Conley, Chip
- Published on: 2007-09-21
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.40" w x 6.30" l, 1.05 pounds
- Binding: Hardcover
- 274 pages

 [Download Peak: How Great Companies Get Their Mojo from Masl ...pdf](#)

 [Read Online Peak: How Great Companies Get Their Mojo from Ma ...pdf](#)

Download and Read Free Online Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley

Editorial Review

From Publishers Weekly

Despite using the word *mojo* in the subtitle and citing inspiration he received from 1960s counterculture icon Timothy Leary, this guide to better management isn't for hippies. Yes, Conley started the California boutique hotel chain Joie de Vivre Hospitality with the Phoenix Hotel, once a haven for faded rock stars. And yes, he quotes liberally from rebel CEOs who surf. But Conley's book is packed with thoughtful, instructional stories and advice for entrepreneurs as well as Fortune 500 managers, gleaned from his own experience as well as other business books. At the center of this confessional how-to is psychologist Abraham Maslow's hierarchy of needs, a pyramid that ranks human needs from base to self-actualizing. Used as the basis for employee, customer and stakeholder satisfaction, Conley contends, it can transform a business and its people. Though Stephen Covey and Peter Drucker have looked to Maslow before, Conley describes how using the pyramid saved his company from bankruptcy when the dot-com bubble burst. Conley is most successful when he expresses his ideas in numbered lists rather than the wordy passages that slow down the beginning. On the whole, though, his advice is inspiring and accessible. (*Sept.*)

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From [Booklist](#)

When Hotelier Conley was profiled by USA Today as one of its People to watch in 2001, he seemingly could do no wrong. His company, Joie de Vivre Hospitality, which operates a chain of boutique hotels in the San Francisco Bay area, was riding high on the dot-com boom. But then the bubble burst, followed by 9/11 and an industry-wide crisis that hit his upscale business hard. As his world crumbled around him, Conley turned to the writings of psychologist Abraham Maslow for inspiration. In contrast to the darker premises behind Freud's psychoanalysis and B. F. Skinner's behaviorism, Maslow took a more positive approach, seeking to study the best and brightest that human nature has to offer, encouraging an environment of self-actualization that encourages peak experiences. Conley understood that personal transformation and corporate transformation are not all that different, and this story shows not only how Maslow's ideas brought about a resurrection in Conley's business but also how similar mind-sets continue to create growth and a positive work environment at companies such as Google, Netflix, Harley-Davidson, and Apple. Siegfried, David

Review

Despite using the word "mojo" in the subtitle and citing inspiration he received from 1960s counterculture icon Timothy Leary, this guide to better management isn't for hippies. Yes, Conley started the California boutique hotel chain Joie de Vivre Hospitality with the Phoenix Hotel, once a haven for faded rock stars. And yes, he quotes liberally from "rebel" CEOs who surf. But Conley's book is packed with thoughtful, instructional stories and advice for entrepreneurs as well as Fortune 500 managers, gleaned from his own experience as well as other business books. At the center of this confessional how-to is psychologist Abraham Maslow's hierarchy of needs, a pyramid that ranks human needs from base to self-actualizing. Used as the basis for employee, customer and stakeholder satisfaction, Conley contends, it can transform a business and its people. Though Stephen Covey and Peter Drucker have looked to Maslow before, Conley describes how using the pyramid saved his company from bankruptcy when the dot-com bubble burst. Conley is most successful when he expresses his ideas in numbered lists rather than the wordy passages that slow down the beginning. On the whole, though, his advice is inspiring and accessible. (*Sept.*) (*Publishers Weekly, July 23, 2007*)

Users Review

From reader reviews:

Roberta Swinton:

With other case, little folks like to read book Peak: How Great Companies Get Their Mojo from Maslow. You can choose the best book if you appreciate reading a book. Providing we know about how is important a book Peak: How Great Companies Get Their Mojo from Maslow. You can add know-how and of course you can around the world with a book. Absolutely right, because from book you can understand everything! From your country right up until foreign or abroad you will end up known. About simple matter until wonderful thing you can know that. In this era, you can open a book or maybe searching by internet device. It is called e-book. You can use it when you feel bored to go to the library. Let's learn.

Jeffrey David:

Would you one of the book lovers? If yes, do you ever feeling doubt when you find yourself in the book store? Try and pick one book that you find out the inside because don't evaluate book by its deal with may doesn't work here is difficult job because you are scared that the inside maybe not because fantastic as in the outside appearance likes. Maybe you answer can be Peak: How Great Companies Get Their Mojo from Maslow why because the excellent cover that make you consider in regards to the content will not disappoint you. The inside or content is usually fantastic as the outside or even cover. Your reading sixth sense will directly show you to pick up this book.

John Edmondson:

This Peak: How Great Companies Get Their Mojo from Maslow is fresh way for you who has interest to look for some information given it relief your hunger associated with. Getting deeper you on it getting knowledge more you know otherwise you who still having little bit of digest in reading this Peak: How Great Companies Get Their Mojo from Maslow can be the light food for you personally because the information inside this specific book is easy to get by means of anyone. These books create itself in the form that is reachable by anyone, sure I mean in the e-book contact form. People who think that in guide form make them feel tired even dizzy this book is the answer. So there isn't any in reading a publication especially this one. You can find what you are looking for. It should be here for a person. So , don't miss it! Just read this e-book kind for your better life and knowledge.

Lillian Kea:

What is your hobby? Have you heard which question when you got pupils? We believe that that question was given by teacher to their students. Many kinds of hobby, Everyone has different hobby. And also you know that little person similar to reading or as looking at become their hobby. You have to know that reading is very important in addition to book as to be the issue. Book is important thing to include you knowledge, except your teacher or lecturer. You get good news or update about something by book. Different categories of books that can you choose to use be your object. One of them is niagra Peak: How Great Companies Get Their Mojo from Maslow.

Download and Read Online Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley #IH5J1M4PNE2

Read Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley for online ebook

Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley books to read online.

Online Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley ebook PDF download

Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley Doc

Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley Mobipocket

Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley EPub

IH5J1M4PNE2: Peak: How Great Companies Get Their Mojo from Maslow By Chip Conley