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## Peak: How Great Companies Get Their Mojo from Maslow ...

Peak: How Great Companies Get Their Mojo From Maslow Summary. June 25, 2016. February 18, 2020. Niklas Goeke Entrepreneurship. 1-Sentence-Summary: Peak: How Great Companies Get Their Mojo From Maslow explains why relationships are the most valuable currency in both business and life, by examining how Chip Conley brought back his chain of successful hotels from the brink of despair with a new attitude towards his customers, employees and investors, based on Maslow's hierarchy of human needs.

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## Peak: How Great Companies Get Their Mojo from Maslow ...

Peak □ How Great Companies Get Their Mojo From Maslow □ by Chip Conley, Founder & CEO of Joie de Vivre Hospitality, and Stanford Graduate School of Business Graduate. Episode 1 Intro: We all know about Maslow's hierarchy of needs. Conley's thesis is that the best businesses will focus on getting its employees, customers and investors (at least 1, if not 2 or all of these stakeholders) to reach the point of self-actualisation in relation to

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their business.

## Peak - How Great Companies Get Their Mojo From Maslow ...

San Francisco, California, October 23, 2017 □ Long before the □sharing economy□ exploded, hospitality maverick Chip Conley introduced a groundbreaking new theory for business in his 2007 book, PEAK: How Great Companies Get Their Mojo from Maslow (Wiley). The bestselling author has since been leading at the forefront of the new economy □ as Airbnb□s Head of Global Hospitality & Strategy and Strategic Advisor for Hospitality & Leadership.

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Companies have a habitual "tendency toward the tangible," which means that financial results usually get more attention than relationship issues. 4. More and more business scholars and consultants are making the intangible of relationships and the human spirit more tangible, and many successful companies are leading the way with respect to how they reorganize themselves to pursue both profits and happiness."

## Peak: How Great Companies Get Their Mojo from Maslow ...

Published on Oct 15, 2007 Chip Conley, founder of a successful hospitality company reveals how businesses can achieve their fullest potential in his new book, PEAK. Discover how classic principals...

## Chip Conley - Peak: How Great Companies Get Their Mojo From Maslow

Peak Summary □ Chip Conley. 12min Team | Posted on October 20, 2017. |. 5 min read. MicroSummary: The subtitle of □Peak□ is a summary in itself: □How Great Companies Get Their Mojo from Maslow□. Part-memoir, part-theory, the book explores how Chip Conley created boutique hotels giant from Joie de Vivre Hospitality

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by basing his business philosophy on Abraham Maslow's hierarchy of needs.

## Peak PDF Summary - Chip Conley | 12min Blog

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the author peak how great companies get their mojo from maslow by chip conley the founder of the boutique hotel chain joie de vivre hospitality whats specially interesting about this book is the fact that the chain suffered hugely less than the big boys misery after 9 11 buy peak how great companies get

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