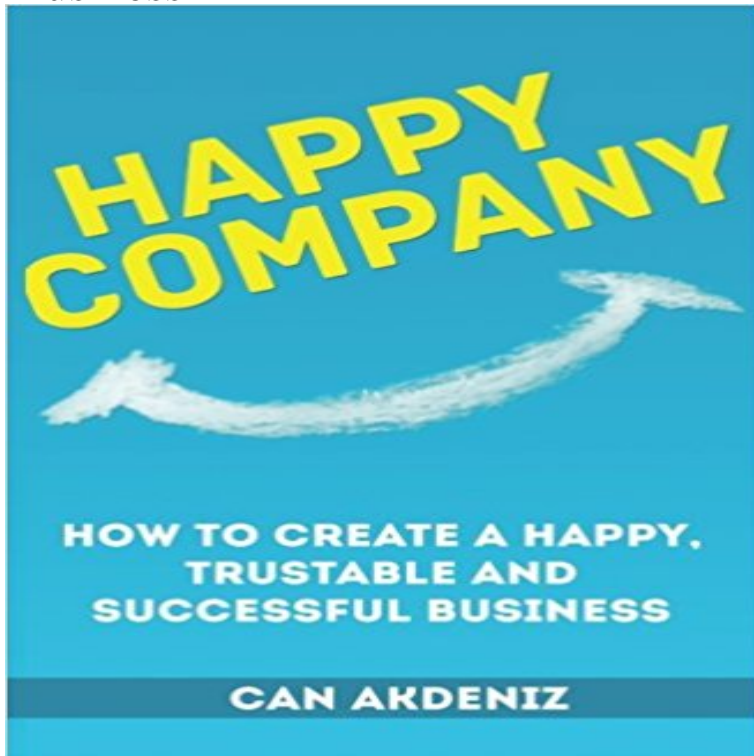


Happy Company: How To Create A Happy, Trustable and Successful Business



Amazon.com review Happy Company by Can Akdeniz is a naturally positive guidance tool on each of the necessary factors to build a company productive, functional and happily strong. The 14 Fundamentals of a happy company are great tools to build your company strong. I especially like the fact the author highlighted the importance of feeling valued. If employees don't feel like they aren't appreciated or hold value, negative thoughts and feelings are triggered. This book is motivational, inspirational and action-oriented. Serving up the information you need to Get Happy in business. Have a read if you are serious about getting your business happy! Nice work! (Cathy Wilson) Google, Facebook, Zappos, Amazon, Coca Cola, Ernst & Young, VW, Nike, Apple, 3M, GE, and Intuit: Something unites all of these high profile companies in an essential way - a new business philosophy. They have earned such spectacular success and respect by setting happiness as a primary goal, knowing that with a foundation of joy, creativity, and excitement, nothing is impossible. In Happy Company, Can Akdeniz shows that the mentality and strategy of successful businesses has changed forever. He explains the new philosophy, and shares 14 strategies and methodologies for creating a culture of happiness, and explains the impact that such an ideological shift can have. By learning from this book, you can draw on relevant inspiration from these global icons and apply it to your own business model & strategy, to begin experiencing

the same success, respect, and loyalty that they have enjoyed for years. Happy company will teach you a vast array of topics, including: Company vision management Developing employee and consumer loyalty Maximizing stakeholder trust and support Standing out from the competition Sustainable and realistic approaches to building company happiness Spreading the happiness effect to all corners of your business Inspiring workers and motivation techniques Creative compensation strategies The role of companies within the community The importance of visionary and inspiring leadership How happiness leads to profits and success How profits do not necessarily lead to happiness Dozens of real world examples of successful happiness strategies An introduction to short-term vs. long-term thinking The new paradigm of a company as a happiness machine An outline of healthy workplace guidelines to maximize productivity and employee satisfaction How social contributions increase happiness Tips for increasing consumer satisfaction and guaranteeing loyalty New approaches to customer service Out of the box leadership strategies Guidelines for Infrastructure evolution Work-Life Balance Techniques The importance of company reputation Boosting job control and employee independence How to use old techniques for new challenges Possible issues and limitations for pursuing company happiness The obstacles to company happiness and the tools to get around them Knowing your limitations and maximizing the

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