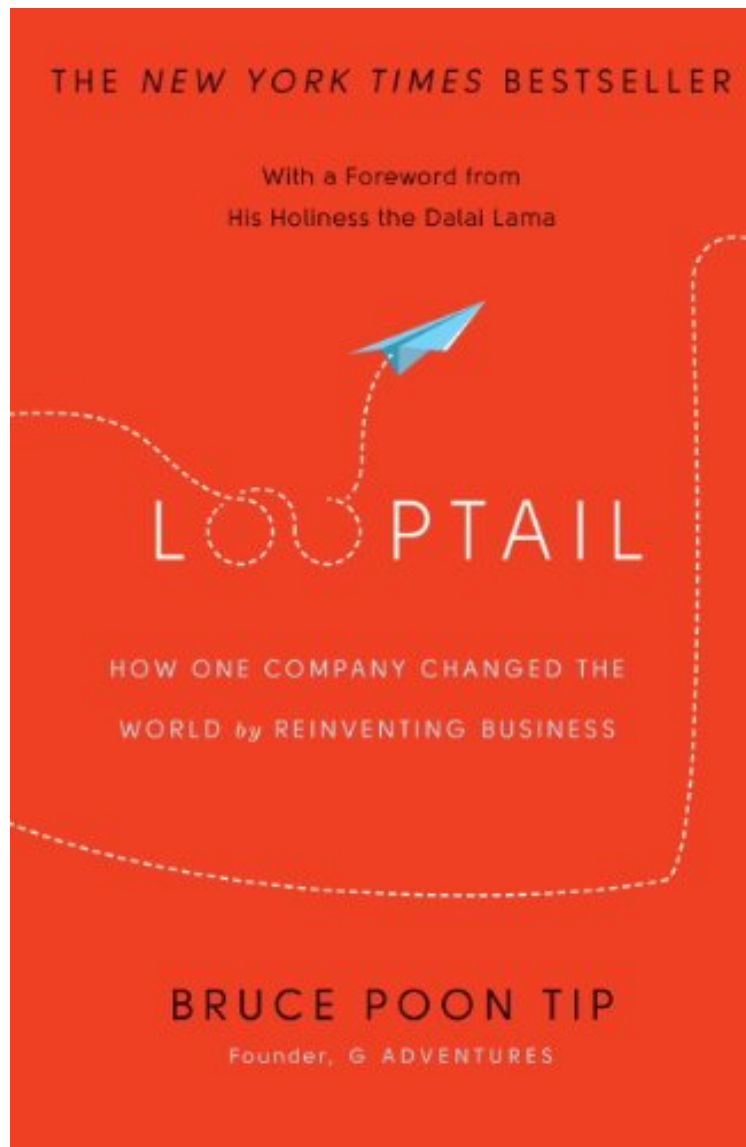


(Free pdf) Looptail: How One Company Changed the World by Reinventing Business (English Edition)

## Looptail: How One Company Changed the World by Reinventing Business (English Edition)

Von Bruce Tip

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**Von Bruce Tip : Looptail: How One Company Changed the World by Reinventing Business (English Edition)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Looptail: How One Company Changed the World by Reinventing Business (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich.

Fantastisches Buch Von Richard Kern Bruce Poon Tip hat mit Looptail ein super Buch ueber den Aufbau seines Unternehmens und seiner Unternehmensphilosophie geschrieben. Es sind Links zu Videos im Buch enthalten die von G-Adventures erstellt wurden. Bruce's philosophie ist 'pay it forward': find your purpose, pursue it and pay it forward, keep growing to have a bigger impact. Sehr motivierendes Buch! 0 von 0 Kunden fanden die folgende Rezension hilfreich. Inspirierend Von Kodjo Attapapa Der hoch-interessante Entwicklungsprozess von einem jungen Unternehmer der verschiedene ganzheitliche Philosophien und nachhaltige Prinzipien bercksichtigt beim mehrfachen Umkrempeln seiner Firma. Absolut brauchbar - wenn auch nicht immer vollstndig- fr Unternehmer und Manager

Kurzbeschreibung Looptail is Bruce Poon Tip's extraordinary first-person account of his entrepreneurial instincts to start and develop G Adventures, the highly successful international travel adventure company - and along the way he reveals his unusual management secrets that not only keep his employees fully engaged and energized but also keep his customers extremely happy. His unique approach has worked in marvellous ways. Poon Tip has created an entirely new and refreshing approach to management. For example, there is no CEO at G Adventures - instead, every employee is a CEO, empowered to make instantaneous decisions to help clients on the spot. But while there's no CEO, there is a company Mayor, who take the pulse of corporate morale. There's no HR department - but there is a Talent Agency and company Culture Club. It hasn't always been easy to try to balance his desire for a socially responsible company along with the desire to generate profits. But thanks to Poon Tip's vision, G Adventures has flourished and has done its best to maintain its looptail approach. In short, it's been an extraordinary ride, and in many ways G Adventures is at the vanguard of what modern-day companies are beginning to look like. Pressestimmen From the Foreword of LOOPTAIL from His Holiness the Dalai Lama: This book by Bruce Poon Tip encourages me. I met Bruce in May this year. In today's materialistic world where people risk becoming slaves to money, Bruce seems to be one of those entrepreneurs who understand that human dignity, freedom and genuine well-being are more important than the mere accumulation of wealth. Wealth should serve humanity, and not vice versa. The stark economic inequality between rich and poor is not only morally wrong, but is the source of many practical problems, including war, sectarian violence, and the social tensions created by large-scale economic migration. Not only in his business, but also in this account of his adventures, Bruce Poon Tip is making an active contribution to creating a more peaceful and happier world, while at the same time creating a model from which others can learn. "I've never bribed my way out of a Burmese prison, nor have I climbed anything higher than a few flights of stairs, but Bruce has the courage not only to brave these, but also to lead a company with the candor and character demanded from our twenty-first-century business leaders. Executives take note, the internet age will not be forgiving to companies that fail to walk the talk of being a socially responsible, high-quality business." - Alexis Ohanian, startup guy: reddit Hipmunk "LOOPTAIL gives readers an insightful glimpse into Bruce's world and his philosophy of constantly seeking out new adventures while simultaneously ensuring his company maintains a sense of social responsibility." - Tony Hsieh, author of the New York Times bestseller Delivering Happiness and CEO of Zappos.com, Inc. "Bruce Poon Tip has created an awesome company that is changing the world. As both a fan and a customer, I loved peeking behind the curtain to see all the greasy inner gears whirl and clink with beauty. LOOPTAIL is not only an incredible story, but also serves as a how-to guide for creating happiness in the workplace!" - Neil Pasricha, author of the New York Times bestseller The Book of Awesome "In LOOPTAIL, Bruce Poon Tip shares an entertaining and engaging account of his entrepreneurial success story of how he built his company from the ground up, and how elevating customer and employee engagement to a higher purpose can also be great for business." - Marc Benioff, co-founder and CEO, Salesforce.com Werbetext Bruce Poon Tip reveals how he dovetailed his entrepreneurial drive and extraordinary customer service into becoming the world's largest adventure travel agency.