PEAK: How Great Companies Get their Mojo from Maslow, Revised and Updated

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By Chip Conley

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“It’s one thing to read about an approach to business that seems both practical and admirable.

It’s a whole different matter when you see it practice and work miraculously.”

—Joe Gebbia, Co-Founder and Chief Product Officer, Airbnb

HOSPITALITY DISRUPTOR RELEASES PEAK’s 10th ANNIVERSARY EDITION

Chip Conley’s Revised & Updated Master Class Features New Leadership Practices

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. And PEAK has been lauded and used in business schools and in companies around the world, from Facebook and Pinterest to Zappos and Whole Foods Market.

PEAK is Conley’s proven framework for transforming three key business relationships – with employees, customers and investors – as inspired by Abraham Maslow’s iconic Hierarchy of Needs. In PEAK, Revised and Updated, readers will benefit from recent examples of PEAK principles and practices guiding some of today’s most successful businesses and business leaders.

In this new edition Conley addresses the question, “Doctors and attorneys practice medicine and law, so why don’t business leaders practice business?” by providing Eight Leadership Practices:

- **Practice 1** Embody an inherently positive view of human nature
- **Practice 2** Create the conditions for people to live their calling
- **Practice 3** Promote and measure the value of intangibles
- **Practice 4** Move fluidly between being a “transactional” and a “transformational” leader
- **Practice 5** Nurture, value, and evolve corporate culture as your ultimate differentiator
- **Practice 6** Calibrate the balance between “Conscious” and “Capitalism”
• **Practice 7** Disrupt the customer pyramid with consistent, new innovations at the peak
• **Practice 8** Lead to Peak (in other words, you’re always a role model and a “Sherpa”)

Additionally, **PEAK** offers a new Introduction, Managerial Assessment Tool and revised graphics to illustrate each unique hierarchy in the **PEAK** framework.

**PEAK: How Great Companies Get Their Mojo from Maslow** will be available wherever books and e-books are sold priced US$22.00/ £17.99/ EUR 20.00

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**About the author:**

**Chip Conley** is a New York Times bestselling author and hospitality entrepreneur. His books **PEAK, Emotional Equations, Marketing That Matters, and The Rebel Rules** meet at the intersection of transformation and meaning in business and life. The founder and former CEO of Joie de Vivre Hospitality helped the promising start-up Airbnb transform into today’s biggest hospitality brand. Chip is the founder of Fest300 (part of Everfest) and a recipient of hospitality’s highest honor, the Pioneer Award. He holds a BA and MBA from Stanford University, an honorary doctorate in psychology from Saybrook University, and serves on the boards of the Burning Man Project and the Esalen Institute. His next book, **WISDOM@WORK: The Making of a Modern Elder** (Crown) comes out in September 2018. [www.ChipConley.com](http://www.ChipConley.com)

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