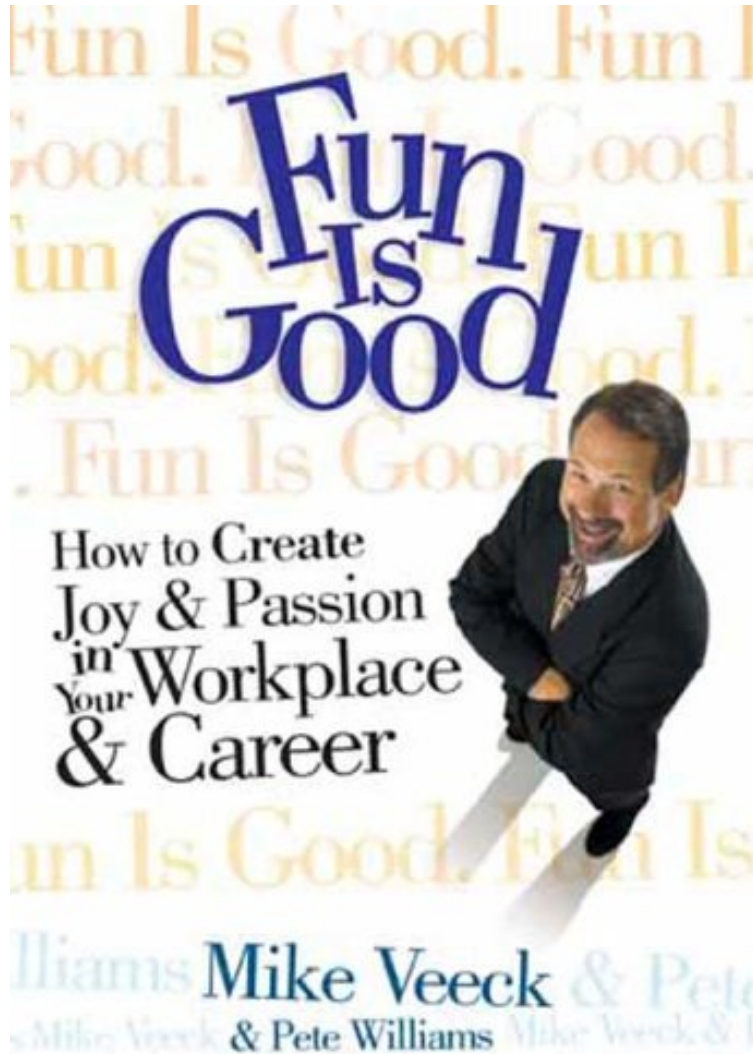


## Fun Is Good: How To Create Joy Passion in Your Workplace Career

Mike Veeck, Pete Williams

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**Mike Veeck, Pete Williams : Fun Is Good: How To Create Joy Passion in Your Workplace Career** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fun Is Good: How To Create Joy Passion in Your Workplace Career:

Maverick marketing whiz Mike Veeck presents his simple, no-fail formula for business success: make work fun and

you'll create a culture where the best people will want to work and customers will want to spend their money. Mike Veeck runs six minor-league baseball teams, and for each of them he's drafted a business plan that begins with three simple words: "Fun is good." The fun-is-good philosophy not only has worked to make an evening at one of his ballparks--full of laughs, zany promotions, and free giveaways--enjoyable for everyone; it has transformed a half-dozen money-losing or start-up teams into a thriving \$25 million business. In this book Veeck, son of legendary baseball owner Bill Veeck, shows why an injection of fun, creativity, and passion is so essential to business success. We learn:

- o Why customer service, the lifeblood of any business, suffers when employees aren't having fun at work
- o How just a few people with the fun-is-good attitude can transform an entire workplace
- o What companies should look for when hiring people and how employees can forge a fun-is-good career path.

Throughout, the book is peppered with vignettes, where we hear firsthand from people who have benefited professionally and personally from the fun-is-good philosophy and how they have applied it specifically to their own industries and careers.