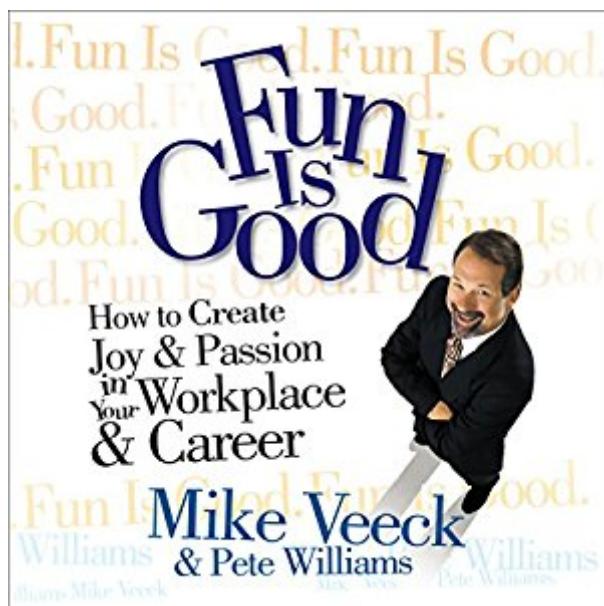


The book was found

Fun Is Good: How To Create Joy & Passion In Your Workplace & Career



Synopsis

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.

--This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

This is a wonderful book. You will find out about Mike Veeck and his baseball hall-of-fame father, Bill Veeck, and how they changed the game of baseball (for the better). Every person who is interested in making workplaces fun should read this book. Highly recommended.

This book is an incredible read. Even though Mike Veeck owns Minor League Baseball teams, he provides a wealth of practical advice to incorporate fun into your career. I am a Middle School Teacher and experience occasional burnout. When I read this book, I realized that I'm too serious. Mike's approach and anecdotes about his life (and his father's life) are so real and easy relatable. As a result, I've taken more risks (legal of course) in my classroom--they paid off tremendously. My students now tell me how fun my class is (and not boring). And just like Mike, I want to maintain the fun "stuff." If you want a book that also explains how money is NOT the answer to happiness, then read this book. Enjoy and *carpe diem*. Best, Evan J.

Good read

Very funny. Good reading. Thought provoking. Lot of innovative ideas. I did meet and talk to Mike's father at a Sox game years and years ago, he was sitting in the stands. He was just as described in the book. Actually I have recommended "FUN IS GOOD" on my facebook page.

Always good to have fun...

Great book if you are a manager of people and want to create a fun place to work. So many corporations are making everything so "streamlined" and making every location the same. This does not feed the human spirit and make for a place where people feel involved and where they want to be. You can have fun and make money too!

'Fun is Good' - Solid anecdotes, good background - author Mike Veeck is a renowned promotional guru in minor league baseball but his work and approach can be applied in other areas. Self-deprecating at times, never preachy, good advice. Enjoyable.

Mike Veeck and Pete Williams will keep you laughing throughout the entire book. Great example why you shouldn't take yourself too seriously and have fun with life.

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