



Lovability: How to Build a Business That People Love and Be Happy Doing It (Hardback)

By Brian De Haaff

Greenleaf Book Group Llc, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. Love is the surprising emotion that company builders cannot afford to ignore. Genuine, heartfelt devotion and loyalty from customers - yes, love is what propels a select few companies ahead. Think about the products and companies that you really care about and how they make you feel. You do not merely like those products, you adore them. Consider your own emotions and a key insight is revealed: Love is central to business. Nobody talks about it, but it is obvious in hindsight. Lovability: How to Build a Business That People Love and Be Happy Doing It shares what Silicon Valley-based author and Aha! CEO Brian de Haaff knows from a career of founding successful technology companies and creating award-winning products. He reveals the secret to the phenomenal growth of Aha! and the engine that powers lasting customer devotion; a set of principles that he pioneered and named The Responsive Method. Lovability provides valuable lessons and actionable steps for product and company builders everywhere, including: Why you should rethink everything you know about building a business; What a product really is; The magic of finding...



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