



Fun Is Good: How to Create Joy and Passion in your Workplace and Career

Mike Veeck, Pete Williams

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Maverick marketing whiz Mike Veeck is ready to share his simple, fail-proof formula for business success: Make work fun and you'll create a culture of creativity that attracts the best employees and encourages customers to spend their money.

Veeck stresses the need to reexamine the way business is conducted, from employer-employee relationships to customer service.

The Fun Is Good philosophy has worked to make enjoyable evenings for all at Veeck's ballparks but has also transformed a half-dozen struggling or start-up teams into a thriving \$25 million business.

Peppered with firsthand accounts from businesspeople who have benefited from Veeck's philosophy, Fun Is Good is an innovative, off-the-beaten-track approach to getting the most out of your work life, in and outside the office.

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