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are the most valuable currency in both business and life, by examining how Chip Conley brought back his chain of successful hotels from the brink of despair with a new attitude towards his customers, employees and investors, based on Maslow's hierarchy of human needs. Peak: How Great Companies Get Their Mojo From Maslow Summary 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). PEAK: How Great Companies Get their Mojo from Maslow ... Peak: How Great Companies Get Their Mojo from Maslow Volume 32 of J-B US non-

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