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June 27th 2008: One CEO's Mantra: Joie de Vivre! – Special Encore Presentation!

Cheryl Esposito welcomes Chip Conley, CEO and founder of Joie de Vivre Hospitality, the second largest boutique hotelier in the world. Chip is author of *PEAK: How Great Companies Get Their Mojo From Maslow* and *The Rebel Rules: Daring To Be Yourself In Business*. Known as a leader with a heart, and a self-proclaimed "Abraham Maslow nut" he has applied the theory of Self-Actualization to growing a successful company by helping employees, customers, and –yes– even investors move up that pyramid that Maslow coined as the "hierarchy of needs." Join the conversation and learn how this rebel CEO dares

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Featured Guest



Chip Conley

Chip Conley is the author of *Emotional Equations* and the Founder of Joie de Vivre.

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