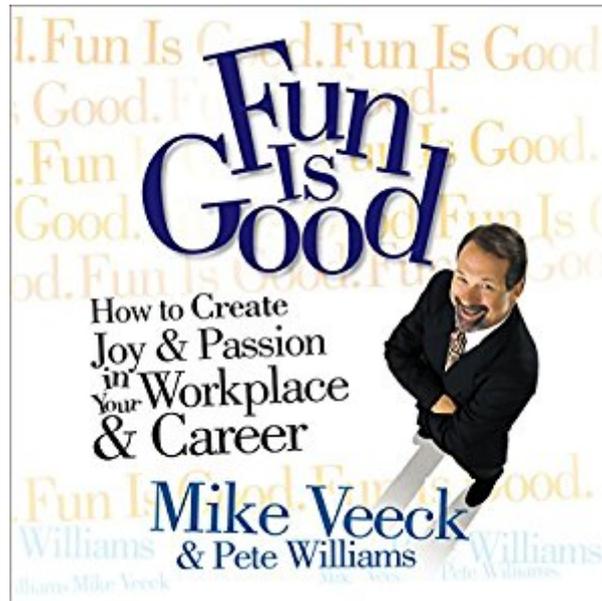


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# Fun Is Good: How To Create Joy & Passion In Your Workplace & Career



## Synopsis

A fun workplace creates a culture of creativity where people want to work and customers want to do business. That's the simple philosophy of sports executive and seminar leader Mike Veeck, who has used this approach to turn six minor-league baseball teams into major multi-million-dollar businesses. Veeck's three-word motto fun is good holds the key to empowering our people, our workplaces and ourselves. He demonstrates how a sense of joy and humor can turn a company around or push a stalled career into overdrive. Drawing on his own experience and the success stories of clients and other people who have benefited from his philosophy, Veeck reveals how fun, creativity and passion can bring out the best in an organization or individual, and explains: Why customer service suffers when employees aren't having fun at work and why that matters. How a few people with the Fun is Good attitude can transform a workplace. What companies should look for when hiring. How anyone can forge a Fun is Good career. Veeck's inspiring message applies to anyone: top executives, entry-level employees, and everyone in between. And his philosophy can have a broad range of applications: from family to the office to midlife career choices. A breakthrough, one-of-a-kind approach to job fulfillment, FUN IS GOOD can help all of us get the most out of our work lives both in and out of the office. --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

Baseball and writing about baseball are my passions and being passionate about something is the heart and soul of the new book by Mike Veeck (and Pete Williams), "Fun Is Good: How to Inject Joy

& Passion Into Your Workplace & Career" published by Rodale Press and to be released early next month. The book is part business philosophy, part autobiography, part confessional, part homage to his late father Bill Veeck, part salute to his 12-year old daughter who is fighting blindness as the result of retinitis pigmentosa, part a baseball love story and all fun. Because fun is what Mike, like all the Veecks, is all about. Mike writes, "Somehow in our haste to seize the American dream, we've sucked the fun, passion, and creativity out of the workplace." How many of you feel that way? I guess that's why so many people say that work sucks. But as Mike points out, "Fun isn't just good; it's a necessity." "If you're not having fun, it's nearly impossible to project the upbeat, positive attitude necessary to service clients effectively." "We know that's the trouble with baseball, don't we? Somehow it has become a way to much about greed. We could handle it if we were about drugs, sex, and rock and roll, at least that's fun. Mike writes that when his father Bill Veeck died in 1986, "we had him cremated so he wouldn't constantly be rolling in his grave." "In the workplace it's about passion, the right attitude and being happy at what you do. Mike encourages change and risk taking because if you're unhappy you can't afford to stay where you are. In addition, your role whether you are an Indian or a chief is to help create a workplace atmosphere that is fun, positive and risk taking.

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