

Four_Seasons_Story_Business_Philosophy

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Summary:

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Four Seasons: The Story of a Business Philosophy - Isadore ... The founder of Four Seasons Hotels shares the philosophy and values that have made his legendary brandHow did a child of immigrants, starting with no background in the hotel business, create the world's most admired and successful hotel chain? And how has Four Seasons grown dramatically, over nearly a half century, without losing its focus on exceptional quality and unparalleled service?. Four Seasons: The Story of a Business Philosophy â€œ The ... [Note: This review originally ran in Advertising Age on August 3, 2009, and is reposted here by kind permission] Isadore Sharpâ€™s book Four Seasons: The Story of a Business Philosophy is typical of the problems with many â€™CEO memoir/business booksâ€™. For Mr. Sharp has three distinct stories to tell. First, thereâ€™s his personal story. Book Review: Four Seasons â€™ The Story of a Business Philosophy I just read Four Seasons The Story of a Business Philosophy by Isadore Sharp, founder, chairman, and CEO of the Four Seasons Hotels and Resorts. The recurring theme in the book centers around the Golden Rule; if you treat people well and the way you would like to be treated, they will do the same.

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