

**For Immediate Release**

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**Renowned Hotelier Chip Conley  
Offers Sound Advice on How Companies Can Survive a Recession**

*Author of PEAK: How Great Companies Get Their Mojo from Maslow  
Available for Interviews Regarding Economic Downturn*

**San Francisco (Aug. XX, 2008)**—Amidst an American economic downturn, maverick hotelier and much sought-after speaker, Chip Conley, founder and CEO of Joie de Vivre Hospitality, continues to inspire audiences by offering them comprehensive suggestions on how to recession-proof their businesses. Conley also outlines his approach in his book, *PEAK: How Great Companies Get Their Mojo from Maslow* (Jossey-Bass, ISBN: 978-0-7879-8861-6, \$27.95, Cloth).

Calling upon his more than 20 years of corporate experience, Conley shares the business insight he garnered during the dot-com crash and post-9/11 era. In order to succeed and survive during the last recession, Conley adapted the principles of famed American psychologist Abraham Maslow and his iconic Hierarchy of Needs pyramid to develop an evolved business model that focused on the greater needs of Joie de Vivre Hospitality's three most important constituencies: employees, customers and investors. Conley is called upon to give public and private speeches several times a month. Where previously he was asked to speak on the success of his hospitality business and the principles addressed in his book *PEAK*, now he is requested more and more to talk about how to survive in a recessive economy. During these discussions, Conley addresses such topics as:

- How to make it through a downturn without jeopardizing your company's culture.
- How to differentiate your company in a downturn.
- How to use deep loyalty—from your staff, customers and investors—to get through a recession.

“While our competitors were rushing to the bottom of the pyramid, we focused on what strategies and tactics we could pursue that would address the higher ‘peak’ needs of these constituencies,” Conley said. “In doing so, we found that we created deeper loyalty and a profound differentiation with those who came into contact with our company.”

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Conley noted that a wide variety of companies—from Apple to Whole Foods Market to Harley-Davidson—have effectively used Maslow's pyramid in their business models. Based in San Francisco, Conley spearheads America's second largest boutique hotel company and has delivered keynote presentations and taken part in leadership seminars for health care, high-tech and nonprofit arts organizations, along with corporations such as Schwab, State Farm Insurance and Google.

### **About the Author**

Chip Conley is the founder and CEO of Joie de Vivre Hospitality, America's second largest boutique hotel company. Starting out with virtually no industry experience, Conley opened his first hotel at the age of 26 in San Francisco's edgy Tenderloin district. His company now consists of over 40 award-winning hotels, restaurants and spas. A popular speaker and innovative leader, Conley is regularly consulted by corporate, civic and academic institutions for his opinions, guidance and wisdom on building and maintaining a successful and transformative enterprise—involving areas such as organizational leadership, creative business development, corporate social responsibility and spirit in business. For more information visit [www.chipconley.com](http://www.chipconley.com).

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