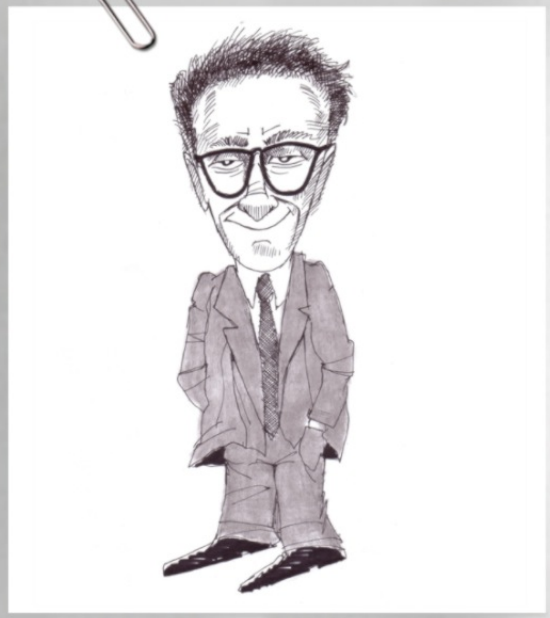
Part 6:
Cognitive Dissonance

Why would Zappos pay people to turn down the job?

1) Retaining happy and motivated employees, and eliminating the rest, helps maintain quality customer service.

2) Cognitive dissonance



Leon Festinger

Cognitive Dissonance:

The tension that results when there is a mismatch between our beliefs and behaviors.

When we work harder for something, we value it more.

I must really love Zappos since I gave up $2000 to work here!