

[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) Click to become a Member for Free!



Straight-Up with Chris: Real Talk on Business and Parenthood Archives Available
January 16th 2014: The Role of Comedy in Building a Culture and a Business

Tune in

Archives Available on
VoiceAmerica Variety Channel

[EPISODE ON DEMAND](#)

[VIEW HOST PAGE](#)

Did you know you can use comedy as a strategic weapon in business? Having fun doing business doesn't negate the seriousness and success in business, it enhances it. Comedy can improve everything from presentations to the morale of your staff. Steve Cody, co-founder and managing partner of Peppercomm, has built an agency based on ideas and on the people that champion them; on what's coming next, and where the industry is going vs. where it's already been. Their best practice centers on inventing (and then reinventing) best practices. Peppercom's tagline, "Listen. Engage. Repeat," emphasizes a v

[Read more](#)

[SHARE](#) [DOWNLOAD PDF](#) [GET CODE](#)

Featured Guest



Steve Cody

Steve Cody is co-founder and managing partner of Peppercomm, a strategic, integrated communications and marketing firm that is headquartered in New York, with offices in San Francisco and London. He was named the PRNews Blogger of the Year 2011 and a regular contributor to Inc.com.

[Read more](#)

Share This Episode

[Share On Facebook](#) [Share On Twitter](#) [Share On LinkedIn](#)

Connect with VoiceAmerica

Download our mobile apps

[Available on the App Store](#) [Get it on Google play](#) [Download for kindle](#) [f](#) [t](#) [in](#) [RSS](#)

