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Delivering the Wow Hits the USA Today Bestseller List!

October 29th, 2025 (Austin, TX): *Delivering the Wow: Culture as Catalyst for Lasting Success* by Richard Fain (Fast Company Press) debuted at #4 on the *USA Today* bestseller list this week. <https://www.usatoday.com/booklist>

In *Delivering the Wow*, Fain shows how a culture united people around a mission, delighted guests, and unlocked extraordinary performance. It draws on vivid stories from 33 years at the helm. Beyond its valuable lessons, the book offers cruise enthusiasts a behind-the-scenes look at the dedicated teamwork that shapes every unforgettable voyage. *Delivering the Wow* tells the dramatic story of a tenacious culture that surmounted challenges, thrilled customers, and introduced game-changing innovations.

Richard Fain is chairman at Royal Caribbean. Fain became chairman and CEO in 1988 and has guided the company's growth to its current place on the S&P 500, transforming it into a global powerhouse. He was named one of the world's 30 best CEOs by Barron's for three years running and received the Ultimate CEO Award from the South Florida Business Journal. Fain was awarded the rank of Officier in the Légion d'Honneur by the President of France and was named a Commander, First Class, of the Order of the Lion of Finland.

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