



The Disney Way

William Capodagli, Lynn Jackson

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"I dream, I test my dreams against my beliefs, I dare to take risks, and I execute my vision to make those dreams come true." -Walt Disney. Walt Disney's dreams, beliefs, and daring gave birth to captivating characters, thrilling theme park attractions, and breathtaking tales that have inspired the imaginations of generations of children and adults. Disney also launched an entertainment and marketing empire whose influence is felt around the world, and whose success provides a model of business excellence that can guide any company. Each principle is then examined in detail by illustrating the principle at work at Disney as well as at other successful companies.

Capodagli and Jackson have spent their careers studying Disney and teaching this unique management method to others. As consultants to companies ranging from Illinois Power to Bristol-Myers Squibb and Whirlpool, they have used the Disney principles again and again, and have seen them yield startling performance improvements. They have distilled this wisdom in THE DISNEY WAY. In this book, you'll learn how to: Give every member of your organization the chance to dream, and tap into the creativity those dreams embody; Treat your customers like guests; Build long-term relationships with key suppliers and partners; Dare to take calculated risks in order to bring innovative ideas to fruition; Align long-term vision with short-term execution. And more. No fairy dust. No magic wands. No wishing on a star. Just sound, effective management principles that stem from Walt Disney's values, vision, and philosophy. Lists of questions to ask and actions to take, along with real-life examples, will help you adapt the Disney Way to suit your company's needs. From the hiring and training of employees to the realization of a creative concept to exceptional customer service, every aspect of the Walt Disney Company is linked to Walt Disney's vision.

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Spent a free time and energy to be fun activity to do! A lot of people spent their sparetime with their family, or their very own friends. Usually they accomplishing activity like watching television, planning to beach, or picnic within the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Could be reading a book could be option to fill your free of charge time/ holiday. The first thing that you ask may be what kinds of e-book that you should read. If you want to try look for book, may be the reserve untitled The Disney Way can be good book to read. May be it can be best activity to you.

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