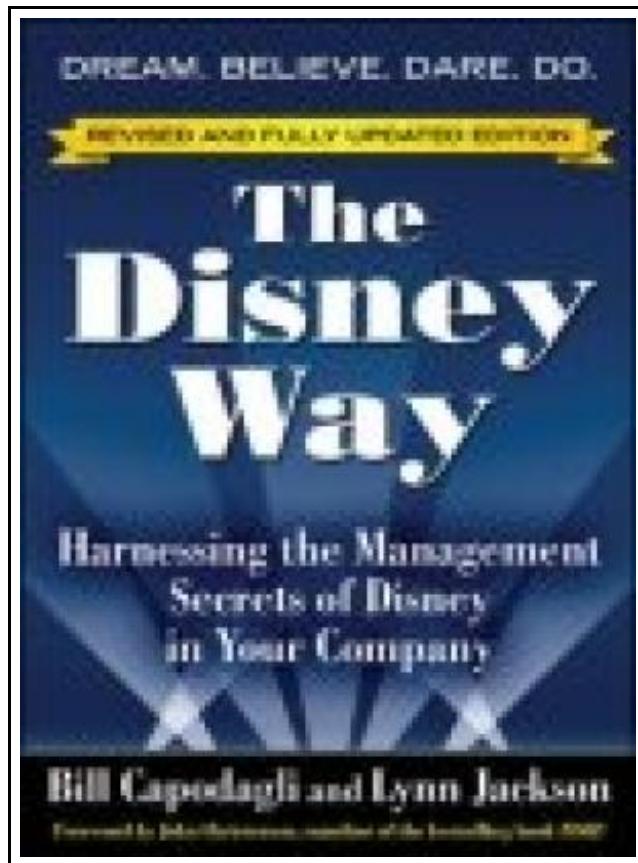


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McGraw Hill Education, 2007. Softcover. Book Condition: New. First edition. The original edition of The Disney Way was awarded a coveted ?Best Business Book of the Year? by Fortune magazine. The world's foremost experts on Disney, Bill Capodagli and Lynn Jackson revealed Walt's secret success formula that propelled his company into the highest echelon of business, creativity, innovation, and success. Now this fully revised edition profiles a new set of diverse organizations-from The Cheesecake Factory, Ernst and Young, and Four Seasons Hotels and Resorts, to Griffin Hospital, John Robert's Spa, and Men's Wearhouse-that have redefined their businesses by embracing The Disney Way. Walt's ?dream, believe, dare, do? credo is a powerful foundation that will support any business, drive any team, and guide any leader to newfound levels of success. ?It was the Disney standard of imagination and engagement that inspired me so many years ago?Now, Bill and Lynn bring these ideals and practices into practical use, with something for any dreamer to use.?from the new foreword by John Christensen, coauthor of the bestselling book FISH! ?This book is about the real magic: Stimulating and harmonizing the collective energy of your people.?Ken Blanchard, bestselling author of The One Minute Manager Table of Contents: Foreword to New Edition by John Christensen Preface to New Edition Acknowledgments Chapter 1. Walt's Way DREAM Chapter 2. Make Everyone's Dream Come True BELIEVE Chapter 3. You Better Believe It Chapter 4. Never a Customer, Always a Guest Chapter 5. All for One and One for All Chapter 6. Share the Spotlight DARE Chapter 7. Dare to Dare DO Chapter 8. Practice, Practice, Practice Chapter 9. Make Your Elephant Fly-Plan Chapter 10. Capture the Magic with Storyboards Chapter 11. Give Details Top Billing Chapter 12. Re-Creating the Magic PUTTING IT TOGETHER: FEATURED ORGANIZATIONS Chapter 13. Dream, Believe, Dare, Do Epilogue. The...



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