

## Disney U: How Disney University Develops The World

Walt Disney's first studio, in 1923, was his uncle's garage in Hollywood. Six decades later, the garage went up for auction. Nobody wanted it. This is the story of Disney executive Art Adler's struggle to save an essential piece of Disney history. Plus, an insider story of working on the "suit-and-tie" side of Disney for ten years.

\* USA Today and Wall Street Journal best seller\* Be inspired by the book behind the graduation speech by Dr. Rick Rigsby – now with 200+ million views on Facebook and YouTube Reacquaint yourself with the wisdom of a generation gone by. We live in an era of low expectations. In fact, we tend to celebrate low expectations. The way in which we choose to live and work today is a far cry from the purposeful living of our parents. Have we reached the point in our society where it is more important to be good rather than to do good? Has the pride in doing good work been replaced by status, entitlement, perfect offices, and slick suits? This book acquaints readers with the wisdom—the common sense that was practiced simply and unwittingly by those who represent a generation gone by: A generation that worked hard without complaint. A generation that did whatever was necessary to support their families. A generation that took pride in doing a good job. A generation that had high expectations for themselves and the others they were responsible for. One such member of this generation was a third-grade dropout, a man who never hid behind any excuse. A man who never allowed his problems or lack of a formal education to determine his present or his future. A man who realized that destiny was a choice and not a chance. This book communicates lessons from that man's life—the kind of wisdom that is rare in our world today. It's the kind of wisdom that will help you be a better person, a greater leader, a more effective worker. That man was Rick Rigsby's father, and this book contains an impactful, far-reaching story—of how a life can be enhanced, of how a corporate culture can be changed, of how a family can be united—by living the simple lessons of a third-grade dropout.

In this volume Don Peri expands his extraordinary work conducting in-depth interviews with Disney employees and animators. These recent interviews include conversations with actors and performers rather than solely animators. This book offers Peri's extensive interviews with Marc Davis, Frank Thomas, and Ollie Johnston—three of Walt Disney's famed "Nine Old Men of Animation." Peri interviewed two Disney Mouseketeers—Bobby Burgess and Sharon Baird—from the original Mickey Mouse Club Show, providing valuable perspectives on how the Walt Disney Company worked with television. Lou DeBney, a Disney television producer, discusses the company's engagement with television and live-action film. Walter Lantz talks about his work in the animation business, especially with Oswald the Lucky Rabbit. And Dave Hand discusses his legendary work on Snow White and the Seven Dwarfs. Together, the interviews in *Working with Disney* create an enlightening perspective on the Walt Disney Company as it grew from its animation roots into a media power.

Most teams underperform. Yours can beat the odds. If you read nothing else on building better teams, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important to help you assemble and steer teams that get results. Leading experts such as Katzenbach, Teresa Amabile, and Tamara Erickson provide the insights and advice you need to: Boost team performance through mutual accountability Motivate large diverse groups to tackle complex projects Increase your teams' emotional intelligence Prevent decision deadlock Extract results from a bunch of touchy superstars Fight constructively with top-management colleagues

A celebration of great business practices that can be applied to any service organization.

17 Success Secrets for Entrepreneurs and Small Business Owners... Most people think of Walt Disney primarily as a visionary, but he was also a highly skilled marketer. In this unique book, maverick marketer Andrew Lock guides you through 17 success secrets from Walt, and explains how your business can apply them to follow Walt Disney's way. You'll discover valuable lessons in sales, marketing, and customer service, as well as how to create memorable experiences that will cause customers to return to you, over and over again. As Walt himself said, "Do you what do so well that your guests keep coming back, and bring their friends. You'll find this book easy to read, eye opening, exciting, and fun to implement...and that's just the first page. Readers Say About Walt Disney's Way... "Andrew Lock has written a very creative book on how Walt Disney both thought and got things done. If you love Disney and you're a business person, you'll find many ideas and solutions for solving the obstacles you encounter every day. Walt Knew that if he took care of his guests, they would take care of the bottom line." - Lee Cockrell, Executive Vice President (retired), Walt Disney World Resort "A completely new, fresh, and fascinating insight into how Walt Disney's approach to business can benefit any business owner and increase their sales and profitability." - DaveDee, DaveDee.com "I've known Andrew Lock for over a decade. When it comes to marketing, he was clearly inspired by Walt Disney, and finally this book delivers those tactical strategies on how to infuse the "magic" of Disney into your business. Read it today!" - Ryan Lee, Founder of Rewind "Most Disney books ignore the thoughtful, deliberate marketing strategies that makes customers flock from around the world, pay premium prices for food, drink and accommodations so they can spend their vacations standing in queues, and love whatever product you offer, this book reveals how you can implement Disney's strategies to generate more new customers, get your customers to pay you premium prices when there are low-priced options readily available and love you so much they can't stop telling their friends about you. Walt Disney's Way should be a text book for university marketing classes." - Robert Skrob, www.RobertSkrob.com "I've studied the business lessons of Disney for the past 25 years, yet still learned many new perspectives from this book! The lessons are endless; Andrew has done a marvelous job of collecting many wonderful examples into tangible, action-items for entrepreneurs. Walt Disney's Way is a very enjoyable and informative read!" - Susan Kruger, M.Ed., Author of

SOAR Learning & Soft Skills "Andrew's grasp of the Disney business model and culture almost make it seem that he had worked there. In this easy to read book Andrew takes you from the early years of the Disney company through the present and gives insight to the how's and why's of Walt Disney's creative mind. Walt Disney is a must read for entrepreneurs who want to bring their business to the next level." Vance Morris, Author of "Systematic Magic.: 7 Magic Keys to Disnify Any Business" "Being from Orlando we have learned a lot from studying Walt and observing how Disney operates. Some of these Disney inspired ideas have made a huge impact on my business. Andrew is an expert at what makes Walt and Disney tick, and this book is loaded with stories and business-changing ideas. Don't miss chapter 14, it's a game changer!" - Jimmy Vee & Travis Miller, Founders of Gravitational Marketing

Reveals the secrets of Disney University, the training program for Disney employees that focuses on company values and leadership lessons, making Disney employees some of the most loyal and customer-centered workers in the industry.

In Music in Disney's Animated Features James Bohn investigates how music functions in Disney animated films and identifies several vanguard techniques used in them. In addition he also presents a history of music in Disney animated films, as well as biographical information on several of the Walt Disney Studios' seminal composers. The popularity and critical acclaim of Disney animated features truly is built as much on music as it is on animation. Beginning with Steamboat Willie and continuing through all of the animated features created under Disney's personal supervision, music was the organizing element of Disney's animation. Songs establish characters, aid in narrative, and fashion the backbone of the Studios' movies from Snow White and the Seven Dwarfs through The Jungle Book and beyond. Bohn underscores these points while presenting a detailed history of music in Disney's animated films. The book includes research done at the Walt Disney Archives as well as materials gathered from numerous other facilities. In his research of the Studios' notable composers Bohn includes perspectives from family members, thus lending a personal dimension to his presentation of the magical Studios' musical history. The volume's numerous musical examples demonstrate techniques used throughout the Studios' animated classics.

[Disney's Most Notorious Film](#)

[The Secret of Leadership](#)

[Race, Convergence, and the Hidden Histories of Song of the South](#)

[The Wonderful World of Customer Service at Disney](#)

[Help Them Grow Or Watch Them Go](#)

[Music in Disney's Animated Features](#)

[If Disney Ran Your Hospital](#)

[Inside the Mouse](#)

[The Rhetoric of Disney Animated Film](#)

[Interviews with Animators, Producers, and Artists](#)

[Truth, Trust, and a Little Bit of Pixie Dust](#)

[Maverick of Disney Animation](#)

## [Creating Magic](#)

Kids around the world love Disney animated films, and many of their parents trust the Disney corporation to provide wholesome, moral entertainment for their children. Yet frequent protests and even boycotts of Disney products and practices reveal a widespread unease with the sometimes mixed and inconsistent moral values espoused in Disney films as the company attempts to appeal to the largest possible audience. In this book, Annalee R. Ward uses a variety of analytical tools based in rhetorical criticism to examine the moral messages taught in five recent Disney animated films—The Lion King, Pocahontas, The Hunchback of Notre Dame, Hercules, and Mulan. Taking the films on their own terms, she uncovers the many mixed messages they purvey: for example, females can be leaders—but male leadership ought to be the norm; stereotyping is wrong—but black means evil; historical truth is valued—but only tell what one can sell, etc. Adding these messages together, Ward raises important questions about the moral ambiguity of Disney's overall worldview and demonstrates the need for parents to be discerning in letting their children learn moral values and life lessons from Disney films.

In *Monsters, Inc.* (2001), Pixar Animation Studios introduced audiences to the #1 scaring team, Mike and Sulley, and the monstrous world behind our bedroom closet doors. In this prequel to the much-loved classic, Mike and Sulley meet for the first time at Monsters University—where they are joined by a few familiar faces and a host of delightful new characters—as they seek to attain degrees in scaring. Author Karen Paik goes behind the scenes to interview the film's many artists for the ultimate inside look at the conception and production of this highly anticipated film. Featuring full-color concept art including character sculptures, color scripts, storyboards, and more, *The Art of Monsters University* fully explores the process of creating this new and expanded Monsters universe.

Looks at the racial issues surrounding Disney's *Song of the South*, as well as how the public's reception of the film has changed over the years, and why, while not releasing the film in its entirety in nearly two decades, Disney has chosen to continue to repackage and repurpose bits and pieces of the film.

In this instant New York Times bestseller, Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent, but a special blend of passion and persistence she calls “grit.” “Inspiration for non-geniuses everywhere” (People). The daughter of a scientist who frequently noted her lack of “genius,” Angela Duckworth is now a celebrated researcher and professor. It was her early eye-opening stints in

teaching, business consulting, and neuroscience that led to her hypothesis about what really drives success: not genius, but a unique combination of passion and long-term perseverance. In *Grit*, she takes us into the field to visit cadets struggling through their first days at West Point, teachers working in some of the toughest schools, and young finalists in the National Spelling Bee. She also mines fascinating insights from history and shows what can be gleaned from modern experiments in peak performance. Finally, she shares what she's learned from interviewing dozens of high achievers—from JP Morgan CEO Jamie Dimon to New Yorker cartoon editor Bob Mankoff to Seattle Seahawks Coach Pete Carroll. “Duckworth’s ideas about the cultivation of tenacity have clearly changed some lives for the better” (*The New York Times Book Review*). Among *Grit*’s most valuable insights: any effort you make ultimately counts twice toward your goal; grit can be learned, regardless of IQ or circumstances; when it comes to child-rearing, neither a warm embrace nor high standards will work by themselves; how to trigger lifelong interest; the magic of the Hard Thing Rule; and so much more. Winingly personal, insightful, and even life-changing, *Grit* is a book about what goes through your head when you fall down, and how that—not talent or luck—makes all the difference. This is “a fascinating tour of the psychological research on success” (*The Wall Street Journal*).

**#1 NEW YORK TIMES BESTSELLER • A memoir of leadership and success: The executive chairman of Disney, Time’s 2019 businessperson of the year, shares the ideas and values he embraced during his fifteen years as CEO while reinventing one of the world’s most beloved companies and inspiring the people who bring the magic to life. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR**

Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company’s history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Today, Disney is the largest, most admired media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he learned while running Disney and leading its 220,000-plus employees, and he explores the principles that are necessary for true leadership, including:

- **Optimism.** Even in the face of difficulty, an optimistic

leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming. • **Courage.** Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity. • **Decisiveness.** All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale. • **Fairness.** Treat people decently, with empathy, and be accessible to them. This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives."

Bestselling author Prakash Iyer uses simple but powerful anecdotes and parables from all over the world to demonstrate what makes for effective personal and professional leadership. Iyer draws lessons from sources as diverse as his driver, a mother giraffe, Abraham Lincoln and footballers in the United Kingdom. He shows how an instinct to lead can be acquired even while flipping burgers at a fast-food chain. All of these stories come together in an explosive cocktail to unleash your inner leader.

This book focuses on the business story of Walt Disney and the company he built. Combining a unique blend of entrepreneurship, creativity, innovation, and a relentless drive to bring out the best in his teams, Walt Disney created one of the most successful ventures in business history. Outlining the specific processes of the company, Goldsby and Mathews provide the reader with the tools they need to embrace their own entrepreneurial leadership style, to lead effectively, to be more innovative, and to build a successful organization. Through the lens of Disney, the reader learns the fundamentals of entrepreneurship, innovation, and leadership. Beginning with a general introduction to the concepts relevant to the entrepreneurial organization today, the book examines how Disney built his empire and how the company remains an industry leader. The book also provides the opportunity to take the Entrepreneurial Leadership Instrument, which measures one's style in leading entrepreneurial ventures. The book is divided into two parts: 1 Part I provides an overview of Disney's entrepreneurial journey, including the topics of vision, risk-taking, financing, and human resource

management; 2 Part II examines the company's transition from a family business into a global operation, including topics such as succession planning and strategy. Part II also explores Disney Parks and Resorts, the part of the company that interacts directly with customers, including topics such as culture, employee engagement, customer service, and customer experience. Entrepreneurship the Disney Way brings entrepreneurship, innovation, and leadership to life through the compelling story of one of the most recognizable businessmen and companies of our time. The author's 2 interviews with high-level executives provides the reader with a rare inside look into the way his company functions. Disney fans, executives, and students of entrepreneurship, innovation, and leadership will find it a delightful and informing read.

This book shares 55 ways to add Disney Magic to any organization. Lessons around leadership, employee engagement, customer service, and business strategy are all intertwined to help any employee apply some Disney Magic in the Workplace.

[Perfecting the Art of Customer Service](#)

[The Disney Way](#)

[The Life and Times of Ward Kimball](#)

[The Business of Walt Disney and the Nine Principles of His Success](#)

[Lessons From a Third Grade Dropout](#)

[Be Our Guest](#)

[Work and Play at Disney World](#)

[How's the Culture in Your Kingdom?](#)

[Walt Disney's Way: How to Build a Better Business Using the Magical Marketing Strategies of Walt Disney](#)

[From Walt to Woodstock](#)

[Disney and Philosophy](#)

[Lessons from the Mouse](#)

[Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees](#)

A look at leaders throughout the Walt Disney Company and what lessons you can apply to your efforts to lead others. Drawing on the concepts and principles taught at the Disney Institute, a former Disney executive introduces a series of strategies designed to promote "magic" within any organization, enhanced by real-life anecdotes and sound business advice.

In his latest iconoclastic work, Douglas Brode—the only academic author/scholar who dares to defend Disney entertainment—argues that "Uncle Walt's" output of films, television shows, theme parks, and spin-off items promoted

diversity decades before such a concept gained popular currency in the 1990s. Fully understood, It's a Small World—one of the most popular attractions at the Disney theme parks—encapsulates Disney's prophetic vision of an appealingly varied world, each race respecting the uniqueness of all the others while simultaneously celebrating a common human core. In this pioneering volume, Brode makes a compelling case that Disney's consistently positive presentation of "difference"—whether it be race, gender, sexual orientation, ideology, or spirituality—provided the key paradigm for an eventual emergence of multiculturalism in our society. Using examples from dozens of films and TV programs, Brode demonstrates that Disney entertainment has consistently portrayed Native Americans, African Americans, women, gays, individual acceptance of one's sexual orientation, and alternatives to Judeo-Christian religious values in a highly positive light. Assuming a contrarian stance, Brode refutes the overwhelming body of "serious" criticism that dismisses Disney entertainment as racist and sexist. Instead, he reveals through close textual analysis how Disney introduced audiences to such politically correct principles as mainstream feminism. In so doing, Brode challenges the popular perception of Disney fare as a bland diet of programming that people around the world either uncritically deem acceptable for their children or angrily revile as reactionary pabulum for the masses. Providing a long overdue and thoroughly detailed alternative, Brode makes a highly convincing argument that with an unwavering commitment to racial diversity and sexual difference, coupled with a vast global popularity, Disney entertainment enabled those successive generations of impressionable youth who experienced it to create today's aura of multiculturalism and our politically correct value system.

"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.

Take a magic carpet ride through Disney's wonderful world of films and entertainment experiences, and discover the wisdom within its most popular and enduring stories just in time for Frozen 2. Philosophy begins in wonder, and there's no question that Disney's immersive worlds and iconic characters have enchanted generations of children and adults alike, inviting us to escape the mundane into a world of fantasy, imagination, and infinite possibility. In Disney and Philosophy, essays from thirty-two deep-thinking Disneyphiles chart a course through the philosophical world of Disney, tapping into the minds of the great sages of the ages—Plato, Aristotle, Confucius, Descartes, and Goofy—to explore universal questions of freedom, personal identity, morality, family, and friendship: Can Sleeping Beauty know that she's not dreaming? Does turning our emotions and memories "inside out" tell us who we are? What can Toy Story and Wall-E teach us about being human? Is hakuna matata really such a problem-free philosophy? If you've ever asked

who you are, what is right, or what your purpose is, Disney and Philosophy will spark your curiosity and imagination with a whole new world of unexpected insight into the Magic Kingdom.

Now an insider takes you inside the incredible Disney service culture and presents simple, powerful concepts in a fun, memorable way.

In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

Ranging from the playful, to the fact-filled, and to the thoughtful, this collection tracks the fortunes of Walt Disney's flagship character. From the first full-fledged review of his screen debut in November 1928 to the present day, Mickey Mouse has won millions of fans and charmed even the harshest of critics. Almost half of the eighty-one texts in *A Mickey Mouse Reader* document the Mouse's rise to glory from that first cartoon, *Steamboat Willie*, through his seventh year when his first color animation, *The Band Concert*, was released. They include two important early critiques, one by the American culture critic Gilbert Seldes and one by the famed English novelist E. M. Forster.

Articles and essays chronicle the continued rise of Mickey Mouse to the rank of true icon. He remains arguably the most vivid graphic expression to date of key traits of the American character—pluck, cheerfulness, innocence, energy,

and fidelity to family and friends. Among press reports in the book is one from June 1944 that puts to rest the urban legend that "Mickey Mouse" was a password or code word on D-Day. It was, however, the password for a major pre-invasion briefing. Other items illuminate the origins of "Mickey Mouse" as a term for things deemed petty or unsophisticated. One piece explains how Walt and brother Roy Disney, almost single-handedly, invented the strategy of corporate synergy by tagging sales of Mickey Mouse toys and goods to the release of Mickey's latest cartoons shorts. In two especially interesting essays, Maurice Sendak and John Updike look back over the years and give their personal reflections on the character they loved as boys growing up in the 1930s.

[Lessons from a Disney Leadership Journey](#)

[55 Ways to Add Disney Magic to Your Organization](#)

[Snow White and the Seven Dwarfs to The Jungle Book](#)

[A Mickey Mouse Reader](#)

[The Art of Monsters University](#)

[How to Support Your Teen, Stay Close as a Family, and Raise](#)

[Independent Adults](#)

[Grit](#)

[Seven Keys to Disney's Success](#)

[Walt Disney's Garage of Dreams](#)

[10 Common Sense Leadership Strategies from a Life at Disney](#)

[House of the Mouse Ideas, Stories and Hope for the Leader in You](#)

[A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life](#)

[Disney's Land](#)

***An analysis of Disney world and the consumption of leisure Years before Mike and Sulley worked together at Monsters, Inc., they attended Monsters University. This Look and Find adventure book follows the story of your favorite monsters as they begin their education in scaring. Each scene features six to eight fun things to look for as you explore the monster world. Then just when you think you're done, turn to the back pages for more Look and Find challenges. This book is perfect for any Look and Find fans or monster-lovers!***

***Career development is a responsibility that managers know they should do and frequently even want to do. Despite that, it's always getting back-burnered. There are lots of***

*reasons. But the #1 reason managers give is that they don't have time. Don't have time for the meetings. The forms. The moving people around like chess pieces. But news flash: employees will leave if they aren't developed. In this book Beverly Kaye and Julie Guilioni invite managers to re-frame career development in such a way that responsibility rests squarely with the employee and their role is more about prompting, guiding, reflecting, exploring ideas, activating enthusiasm, and driving action rather than actually doing all the work. This happens through the simple act of conversation. And career development conversations can be easily integrated into the normal course of business, not separated out as a special task. Kaye and Giulioni identify three types of career development conversations and provide questions, templates, tips and tactics for having them. Managers can stop worrying, avoiding, delaying or taking on too much responsibility for their employees' career... and just start talking.*

*Outlines ten practical principles for increasing the effectiveness of any business organization, based on the author's years at Disney World.*

*Now, for the first time, one element of the methods behind the magic that is the Walt Disney World Resort--quality service--is revealed. The book outlines proven Disney principles and processes for helping an organization focus its vision and align its people into a strategy that delivers on the promise of exceptional customer service. Using examples from his work with Disney and as a senior-level hospital executive, author Fred Lee challenges the assumptions that have defined customer service in healthcare. In this unique book, he focuses on the similarities between Disney and hospitals--both provide an "experience," not just a service. It shows how hospitals can emulate the strategies that earn Disney the trust and loyalty of their guests and employees. The book explains why standard service excellence initiatives in healthcare have not led to high patient satisfaction and loyalty, and it provides 9 1/2 principles that will help hospitals gain the competitive advantage that comes from being seen as "the best" by their own employees, consumers, and community.*

*A New Perspective on Walt Disney. Walt Disney is justly famous as an animator, a builder of theme parks, and a*

*creative genius. He was also a businessman, even though he disliked business. In this definitive and extensively researched book, you'll meet a lesser-known side of Walt Disney - his business side.*

*PARENTING NEVER ENDS. From the founders of the #1 site for parents of teens and young adults comes an essential guide for building strong relationships with your teens and preparing them to successfully launch into adulthood The high school and college years: an extended roller coaster of academics, friends, first loves, first break-ups, driver's ed, jobs, and everything in between. Kids are constantly changing and how we parent them must change, too. But how do we stay close as a family as our lives move apart? Enter the co-founders of Grown and Flown, Lisa Heffernan and Mary Dell Harrington. In the midst of guiding their own kids through this transition, they launched what has become the largest website and online community for parents of fifteen to twenty-five year olds. Now they've compiled new takeaways and fresh insights from all that they've learned into this handy, must-have guide. Grown and Flown is a one-stop resource for parenting teenagers, leading up to—and through—high school and those first years of independence. It covers everything from the monumental (how to let your kids go) to the mundane (how to shop for a dorm room). Organized by topic—such as academics, anxiety and mental health, college life—it features a combination of stories, advice from professionals, and practical sidebars. Consider this your parenting lifeline: an easy-to-use manual that offers support and perspective. Grown and Flown is required reading for anyone looking to raise an adult with whom you have an enduring, profound connection.*

[Disney, Leadership and You](#)

[9 1/2 Things You Would Do Differently](#)

[How Disney Created the Counterculture](#)

[Inside the Magic Kingdom](#)

[Walt Disney: An American Original](#)

[Monsters University](#)

[Race and Sex in Disney Entertainment](#)

[Multiculturalism and the Mouse](#)

[Working with Disney](#)

[Career Conversations Employees Want](#)

[The 5 Principles of Disney Service and Relationship Excellence](#)

## Grown and Flown DisneyBound

*DisneyBounding* visionary Leslie Kay offers tips, advice and inspiration for how to channel your love for Disney through fashion.

*Leadership lessons from the iconic brand you can use to drive Disney-style success* In helping Walt Disney create "The Happiest Place on Earth," Van France and his team started a business revolution in 1955 that eventually became the Disney University—the employee training and development program that powers one of the most famous brands on earth. *Disney U* examines how Van France's timeless company values and leadership expertise have turned into a training and development dynasty: the Disney U. The book reveals the heart of the Disney Culture and describes the company's values and operational philosophies that support the world-famous Disney brand. Doug Lipp is an internationally acclaimed expert on customer service, leadership, change management and global competitiveness, specializing in the lessons he learned at the Disney U.

*Walt Disney is an American hero--the creator of Mickey Mouse, and a man who changed the face of American culture.* After years of research, with the full cooperation of the Disney family and access to private papers and letters, Bob Thomas produced the definitive biography of the man behind the legend--the unschooled cartoonist from Kansas City who went bankrupt on his first movie venture but became the genius who produced unmatched works of animation. Complete with a rare collection of photographs, Bob Thomas' biography is a fascinating and inspirational work that captures the spirit of Walt Disney.

*With his thumbprint on the most ubiquitous films of childhood, Walt Disney is widely considered to be the most conventional of all major American moviemakers.* The adjective "Disneyfied" has become shorthand for a creative work that has abandoned any controversial or substantial content to find commercial success. But does Disney deserve that reputation? Douglas Brode overturns the idea of Disney as a middlebrow filmmaker by detailing how Disney movies played a key role in transforming children of the Eisenhower era into the radical youth of the Age of Aquarius. Using close readings of Disney projects, Brode shows that Disney's films were frequently ahead of their time thematically. Long before the cultural tumult of the sixties, Disney films preached pacifism, introduced a generation to the notion of feminism, offered the screen's first drug-trip imagery, encouraged young people to become runaways, insisted on the need for integration, advanced the notion of a sexual revolution, created the concept of multiculturalism, called for a return to nature, nourished the cult of the righteous outlaw, justified violent radicalism in defense of individual rights, argued in favor of communal living, and encouraged antiauthoritarian attitudes. Brode argues that Disney, more than any other influence in popular culture, should be considered the primary creator of the sixties counterculture—a reality that couldn't be further from his "conventional" reputation.

*A propulsive and "entertaining" (The Wall Street Journal) history chronicling the conception and creation of the iconic Disneyland theme park, as told like never before by popular historian Richard Snow.* One day in the early 1950s, Walt Disney stood looking over 240 acres of farmland in Anaheim, California, and imagined building a park where people "could live among Mickey Mouse and Snow White in a world still powered

by steam and fire for a day or a week or (if the visitor is slightly mad) forever.” Despite his wealth and fame, exactly no one wanted Disney to build such a park. Not his brother Roy, who ran the company’s finances; not the bankers; and not his wife, Lillian. Amusement parks at that time, such as Coney Island, were a generally despised business, sagging and sordid remnants of bygone days. Disney was told that he would only be heading toward financial ruin. But Walt persevered, initially financing the park against his own life insurance policy and later with sponsorship from ABC and the sale of thousands and thousands of Davy Crockett coonskin caps. Disney assembled a talented team of engineers, architects, artists, animators, landscapers, and even a retired admiral to transform his ideas into a soaring yet soothing wonderland of a park. The catch was that they had only a year and a day in which to build it. On July 17, 1955, Disneyland opened its gates...and the first day was a disaster. Disney was nearly suicidal with grief that he had failed on a grand scale. But the curious masses kept coming, and the rest is entertainment history. Eight hundred million visitors have flocked to the park since then. In *Disney’s Land*, “Snow brings a historian’s eye and a child’s delight, not to mention superb writing, to the telling of this fascinating narrative” (Ken Burns) that “will entertain Disneyphiles and readers of popular American history” (Publishers Weekly).

Bring Disney-level customer experience to your organization with insider guidance. *The Experience* is a unique guide to mastering the art of customer service and service relationships, based on the principles employed at the renowned leader in customer experience—the Walt Disney Company. Co-Author Bruce Loeffler spent ten years at Disney World overseeing service excellence, and has partnered with Brian T. Church in this book, to show you how to bring that same level of care and value to your own organization. Based on the I. C.A.R.E. model, the five principles—Impression, Connection, Attitude, Response, and Exceptionals—give you a solid framework upon which to raise the level of your customer experience. You will learn how to identify your customer service issues and what level of Experience you are currently offering. You can then determine exactly what the “customer experience” should be for your company, and the changes required to make it happen. The Walt Disney Company is the most recognized name in the world for customer service. The “Disney Experience” draws customers from all around the world. This book describes what it takes to achieve that level of Experience, and how any organization can do it with the right strategy and attention to detail. When the Experience is enhanced, the opportunity arises to convert customers to ambassadors who will share their Experience with others. Find “the experience” and what it means to the Organization. Learn the five levels of experience, and why most companies fail at it. Identify service problems that face every company in the marketplace. Utilize the Experience Quotient and apply the I. C.A.R.E. principles. Learn how to convert customers to ambassadors who share their story with others. Customers are the lifeblood of business. A great product offering isn’t enough in today’s marketplace, where everyone’s looking for an “experience.” Imagine the kind of value a Disney-level customer experience could bring to your organization. *The Experience* is a guide to getting there, from an insider’s perspective.

A former Disney executive shares stories and leadership lessons from his twenty-six-year career at the company: “Engaging [and] effective.” —Lloyd J. Austin III, from the Foreword. Dan Cockerell started his Disney journey as a parking attendant. Over the next

*twenty-six years—and nineteen different jobs—he became the Vice President of the biggest theme park in the world, The Magic Kingdom Park. During the course of his Disney career, Dan learned many life and leadership lessons and shares those learnings in How's the Culture in Your Kingdom. Within its pages, Dan explains how to lead oneself and one's team and organization by using relevant stories and practical examples from his Disney leadership journey. How's the Culture in Your Kingdom helps prepare leaders to lead their team by teaching them how to: Surround themselves with the right people Build trusting relationships Set clear expectations Provide regular feedback, positive and critical*

*Besides Walt Disney, no one seemed more key to the development of animation at the Disney Studios than Ward Kimball (1914–2002). Kimball was Disney's friend and confidant. In this engaging, cradle-to-grave biography, award-winning author Todd James Pierce explores the life of Ward Kimball, a lead Disney animator who worked on characters such as Mickey Mouse, Donald Duck, Jiminy Cricket, the Cheshire Cat, and the Mad Hatter. Through unpublished excerpts from Kimball's personal writing, material from unpublished interviews, and new information based on interviews conducted by the author, Pierce defines the life of perhaps the most influential animator of the twentieth century. As well as contributing to classics such as Snow White and the Seven Dwarfs and Pinocchio, from the late 1940s to the early 1970s, Kimball established a highly graphic, idiosyncratic approach to animation alongside the studio's more recognizable storybook realism. In effect, Ward Kimball became the only animator to run his own in-studio production team largely outside of Walt Disney's direction. In the 1950s and 1960s, he emerged as a director and producer of his own animation, while remaining inside Disney's studio. Through Kimball, the studio developed a series of nonfiction animation programs in the 1950s that members of Congress pointed to as paving the way for NASA. The studio also allowed Kimball's work to abandon some ties to conventional animation, looking instead to high art and graphic design as a means of creating new animated forms, which resulted in films that received multiple Academy Award nominations and two awards. Throughout his life, Kimball was a maverick animator, an artist who helped define the field of American animation, and a visionary who sought to expand the influence of animated films.*

[\*Dress Disney and Make It Fashion\*](#)

[\*Walt Disney and the Invention of the Amusement Park That Changed the World\*](#)

[\*The Power of Passion and Perseverance\*](#)

[\*The Psychosocial Implications of Disney Movies\*](#)

[\*The Experience\*](#)

[\*Lessons Learned from 15 Years as CEO of the Walt Disney Company\*](#)

[\*Entrepreneurship the Disney Way\*](#)

[\*The Ride of a Lifetime\*](#)

[\*Mouse Morality\*](#)

[\*HBR's 10 Must Reads on Teams \(with featured article "The Discipline of Teams," by Jon R. Katzenbach and Douglas K. Smith\)\*](#)