



## The Disney Way Fieldbook: How to Implement Walt Disney s Vision of Dream, Believe, Dare, Do in Your Own Company

By Bill Capodagli, Lynn Jackson

McGraw-Hill Education - Europe, United States, 2000. Paperback. Book Condition: New. 232 x 188 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.By the authors of the popular, The Disney Way - a Fortune magazine Best Business Book , this is a blueprint for instilling creativity and teamwork - and achieving Disney-like results in your organization. Let The Disney Way Fieldbook help you put show into any business. Tinker toys? Ping Pong balls? An imaginary acid river? When first leafing through these team building and management exercises, you might be tempted to think that Capodagli and Jackson have been to Disneyland one too many times. But these Fortune 100 consultants know that ambitious creativity is the key to implementing the Dream, Believe, Dare and Do principles that they first presented in The Disney Way . Whether building a structured approach to evaluating customer service or developing systematic processes for resolving conflicts among team members (to cite just two examples), these imaginative exercises will help you and your team rethink accepted ideas, increase awareness, push your creativity and develop solutions - all in fun and unexpected ways. If Walt Disney had ever written a management book, this is...



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