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Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-centric Employees (2nd)

By Doug Lipp

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-centric Employees (2nd), Doug Lipp, "A leadership blueprint, applicable in any organization." (Captain D. Michael Abrashoff (Ret.), author, It's Your Ship with a foreword by Jim Cora, former chairman of Disneyland International). "When the subject permits, we let fly with all the satire and gags at our command. Laughter is no enemy to learning." (Walt Disney). "I was convinced that management and owners could come and go, but Walt's dream would last forever." (Van France, Founder of Disney University). When it comes to world-class employees, few organizations rival Disney. Famous for their friendliness, knowledge, passion, and superior customer service, Disney's employees have been fueling the iconic brand's wild success for more than 50 years. How has Disney succeeded in maintaining such a powerful workforce for so many years? Why are so many corporations and executives drawn to study how Disney continues to exemplify service and leadership standards? The Disney University, founded by Van France, trains the supporting cast that helps create the world-famous Disney Magic. Now, for the first time, the secrets of this exemplary institution are revealed....


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