



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

By Doug Lipp

Download now

Read Online ➔

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp

With a Foreword by Jim Cora, former Chairman of Disneyland International

"A leadership blueprint, applicable in any organization." -- Captain D. Michael Abrashoff, U.S. Navy (Ret.), and author of *It's Your Ship*

"When I first arrived at The Walt Disney Company, I was surprised to find I had to go back to school--at Disney University! There, I learned the fundamentals of guest service that consistently gave Disney a tremendous advantage in the marketplace. Now, anyone can know these secrets of success thanks to Doug Lipp's informative book. No matter what your business, the lessons taught at DisneyUniversity will prove invaluable." -- Michael Eisner, Former CEO and Chairman, The Walt Disney Company

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. In *Disney U*, Doug Lipp examines how Van perpetuated Walt Disney's timeless company values and leadership lessons, creating a training and development dynasty. It contains never-before-told stories from numerous Disney legends. These pioneers share behind-the-scenes success

stories of how they helped bring Walt Disney's dream to life.

Disney U reveals the heart of the Disney culture and describes the company's values and operational philosophies that support the iconic brand. Doug Lipp lays out 13 timeless lessons Disney has used to drive profits and growth worldwide for more than half a century.

To this day, the Disney University continues to turn out some of the most engaged, loyal, and customer-centered employees the business world has ever seen. Using the lessons outlined in *Disney U* will set your organization on a path of sustained success.

PRAISE FOR *Disney U*:

*"I highly recommend **Disney U** to anyone interested in building an enduring market presence and brand."* -- Stephen Cannon, President and Chief Executive Officer, Mercedes-Benz USA

"Lipp's narratives reveal how Van and other Disney visionaries set the stage for a world-class organization by skillfully balancing both 'people' and 'technology.'" -- Debi Aubee, Vice President of Sales, Bose Corporation

"Every leader should have the equivalent of a Van France at his or her side. Thanks to Doug Lipp, we can now tap into the brilliance of a man who helped Walt create The Happiest Place on Earth." -- David Overton, Founder and Chief Executive Officer, The Cheesecake Factory

"How does Disney University create such enthusiastic, loyal, and customer-centered employees, year after year? Now, for the first time, Doug Lipp takes us on a journey backstage to answer this pivotal question." -- John G. Veres III, Ph.D., Chancellor, Auburn University at Montgomery

"Doug Lipp shares terrific stories about Disney that underscore the importance of creating an organizational culture with an unwavering dedication to superlative service and exceptional quality, both for employees and customers. He then takes it a step further by explaining how to bring these values to life for your organization." -- Christine A. Morena, Executive Vice President of Human Resources, Saks Incorporated

 [Download Disney U: How Disney University Develops the World ...pdf](#)

 [Read Online Disney U: How Disney University Develops the Wor ...pdf](#)

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

By Doug Lipp

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp

With a Foreword by Jim Cora, former Chairman of Disneyland International

"A leadership blueprint, applicable in any organization." -- Captain D. Michael Abrashoff, U.S. Navy (Ret.), and author of *It's Your Ship*

"When I first arrived at The Walt Disney Company, I was surprised to find I had to go back to school--at Disney University! There, I learned the fundamentals of guest service that consistently gave Disney a tremendous advantage in the marketplace. Now, anyone can know these secrets of success thanks to Doug Lipp's informative book. No matter what your business, the lessons taught at DisneyUniversity will prove invaluable." -- Michael Eisner, Former CEO and Chairman, The Walt Disney Company

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. In *Disney U*, Doug Lipp examines how Van perpetuated Walt Disney's timeless company values and leadership lessons, creating a training and development dynasty. It contains never-before-told stories from numerous Disney legends. These pioneers share behind-the-scenes success stories of how they helped bring Walt Disney's dream to life.

Disney U reveals the heart of the Disney culture and describes the company's values and operational philosophies that support the iconic brand. Doug Lipp lays out 13 timeless lessons Disney has used to drive profits and growth worldwide for more than half a century.

To this day, the Disney University continues to turn out some of the most engaged, loyal, and customer-centered employees the business world has ever seen. Using the lessons outlined in *Disney U* will set your organization on a path of sustained success.

PRAISE FOR *Disney U*:

*"I highly recommend **Disney U** to anyone interested in building an enduring market presence and brand."* --

Stephen Cannon, President and Chief Executive Officer, Mercedes-Benz USA

"Lipp's narratives reveal how Van and other Disney visionaries set the stage for a world-class organization by skillfully balancing both 'people' and 'technology.'" -- Debi Aubee, Vice President of Sales, Bose Corporation

"Every leader should have the equivalent of a Van France at his or her side. Thanks to Doug Lipp, we can now tap into the brilliance of a man who helped Walt create The Happiest Place on Earth." -- David Overton, Founder and Chief Executive Officer, The Cheesecake Factory

"How does Disney University create such enthusiastic, loyal, and customer-centered employees, year after year? Now, for the first time, Doug Lipp takes us on a journey backstage to answer this pivotal question." -- John G. Veres III, Ph.D., Chancellor, Auburn University at Montgomery

"Doug Lipp shares terrific stories about Disney that underscore the importance of creating an organizational culture with an unwavering dedication to superlative service and exceptional quality, both for employees and customers. He then takes it a step further by explaining how to bring these values to life for your organization." -- Christine A. Morena, Executive Vice President of Human Resources, Saks Incorporated

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp Bibliography

- Sales Rank: #31947 in Books
- Brand: McGraw-Hill
- Published on: 2013-03-26
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.00" w x 6.20" l, 1.05 pounds
- Binding: Hardcover
- 240 pages

 [Download Disney U: How Disney University Develops the World ...pdf](#)

 [Read Online Disney U: How Disney University Develops the Wor ...pdf](#)

Download and Read Free Online Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp

Editorial Review

About the Author

DOUG LIPP helped create the first international version of the Disney University, in Japan at Tokyo Disneyland, and then led the training team of the Disney University at the corporate headquarters of The Walt Disney Company, The Walt Disney Studios. He mentored under a number of Disney University visionaries, including the Disney University founder, Van France. Lipp consults with numerous Fortune 100 corporations and travels the world speaking about the lessons he learned at the Disney University.

Users Review

From reader reviews:

Betty Sanchez:

The book Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) gives you the sense of being enjoy for your spare time. You should use to make your capable a lot more increase. Book can being your best friend when you getting tension or having big problem along with your subject. If you can make examining a book Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) to be your habit, you can get more advantages, like add your own personal capable, increase your knowledge about a few or all subjects. You could know everything if you like wide open and read a publication Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books). Kinds of book are several. It means that, science publication or encyclopedia or other people. So , how do you think about this guide?

Olivia Clinard:

A lot of people always spent their free time to vacation or maybe go to the outside with them loved ones or their friend. Are you aware? Many a lot of people spent many people free time just watching TV, as well as playing video games all day long. If you need to try to find a new activity here is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book you read you can spent the entire day to reading a book. The book Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) it is very good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. In case you did not have enough space bringing this book you can buy the e-book. You can m0ore very easily to read this book from the smart phone. The price is not to cover but this book features high quality.

Lizabeth Melgar:

Guide is one of source of expertise. We can add our information from it. Not only for students and also

native or citizen require book to know the revise information of year to year. As we know those books have many advantages. Beside we add our knowledge, could also bring us to around the world. By the book Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) we can take more advantage. Don't someone to be creative people? To get creative person must choose to read a book. Simply choose the best book that ideal with your aim. Don't end up being doubt to change your life at this time book Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books). You can more inviting than now.

Clara Demoss:

Reading a publication make you to get more knowledge from it. You can take knowledge and information from the book. Book is published or printed or created from each source that filled update of news. Within this modern era like at this point, many ways to get information are available for an individual. From media social like newspaper, magazines, science guide, encyclopedia, reference book, new and comic. You can add your knowledge by that book. Are you ready to spend your spare time to open your book? Or just searching for the Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) when you necessary it?

Download and Read Online Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp #S38H7DTBC0K

Read Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp for online ebook

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp books to read online.

Online Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp ebook PDF download

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp Doc

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp Mobipocket

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp EPub

S38H7DTBC0K: Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books) By Doug Lipp