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And in Creating Magic, he shares the leadership principles that not only guided his own journey from a poor farm boy in Oklahoma to the head of operations for a multibillion dollar enterprise, but that also soon came to form the cultural bedrock of the world's number one vacation destination. But as Lee demonstrates, great leadership isn't about mastering impossibly complex management theories.

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In his new book Creating Magic , Cockerell explains how he came to his ideas. This book is not about process improvement methods like Lean, Six Sigma or Total Productive Maintenance . However, Cockerell implicitly applies a lot of the underlying principles, like: 1.

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Creating Magic Keith Walker

Creating Magic is an engag-ing and easy-to-read book that pro-vides practical advice to any leader. While Cockerell uses examples and anecdotes from the Disney company and his personal history, the advice and strategies can easily be applied to any organization whether it is a traditional business organization or a

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