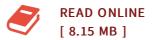




Disney U: How Disney University Develops the World s Most Engaged, Loyal, and Customer-Centric Employees

By Doug Lipp

McGraw-Hill Education on Brilliance Audio, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 170 x 132 mm. Language: English . Brand New. 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 Disney University will prove invaluable. Michael Eisner, Former CEO and Chairman, The Walt Disney CompanyWhen 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...



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