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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 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...



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Reviews

An exceptional ebook along with the typeface employed was intriguing to see. It really is simplistic but surprises within the fifty percent of the ebook. It is extremely difficult to leave it before concluding, once you begin to read the book.

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