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Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees
Hardcover – March 26, 2013 by Doug Lipp (Author)

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by. Doug Lipp (Goodreads Author) 3.91 ·

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With a Foreword by Jim Cora, former
Chairman of Disneyland International. "A
leadership blueprint, applicable in any
organization."

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In helping Walt Disney create "The Happiest Place on Earth," Van France and his team started a business revolution in 1955 that eventually became the Disney University—the employee training and development program that powers one of the most famous brands on earth.

Amazon.com: Disney U: How Disney University Develops the ...

In Disney U, Doug Lipp shares how Disney has created a high-performance culture where everyone takes ownership and responsibility. The numerous examples detailing the secrets behind

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the decades of success of the Disney University serve as a leadership blueprint, applicable in any organization."

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In helping Walt Disney create "The Happiest Place on Earth," Van France and his team started a business revolution in 1955 that eventually became the Disney University—the employee training and development program that powers one of the most famous brands on earth.

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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: How Disney University Develops the World's Most ...

Disney U: How Disney University Develops the World's Most Engaged, Loyal and Customer-Centric Employees (continued from page 1) about the author Doug Lipp is an expert on customer service, leadership, change management and global competitiveness. He helped create the first international version of the

in this issue Disney U: How Disney University Develops the ...

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Employees Doug Lipp

Yes, the Disney University benefits from having iconic mascots such as Mickey Mouse and Donald Duck. More important, the Disney University enjoys the Four Essentials outlined above.

Which of these does your organization bring to life? Excerpt from: Disney U.

How Disney University Develops the World's Most . Engaged, Loyal and Customer-Centric ...

Lessons from Disney University: The Four Essentials of ...

The Disney University is certainly a lot more than Mickey Mouse and Donald Duck. Excerpt from "DISNEY U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees" by Doug Lipp (McGraw-Hill, 2013).

Inside Disney U | Training Magazine

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees / Edition 1 available in Hardcover, NOOK

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Disney U: How Disney University Develops the World's Most ...

Disney U—How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees By Doug Lipp McGraw Hill Education Reviewer: Bertrand Leong Majoring in "People" THE 'Happiest Place on Earth' did not receive that accolade by accident. Rather, it was their

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Employees / Doug Lipp

development of world-class employees through corporate values, operational philosophies, and a customer-centric formula that has made them into a world-class organisation.

**Book Reviews : Disney U—How
Disney University Develops the ...**

Title. Disney U : how Disney University develops the world's most engaged, loyal, and customer-centric employees / Doug Lipp.

**Disney U : how Disney University
develops the world's most ...**

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.

**Disney U: How Disney University
Develops the World's Most ...**

The Disney University, founded by Van

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World's Most Engaged, Loyal, and Customer-Centric Employees. Doug Lipp
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.

Disney U: How Disney University Develops the World's Most ...

In this book, Douglas Lipp explains how "the Disney University develops [who he claims are] the world's most engaged, loyal, and customer-centric employees." They are "second to none when it comes to friendliness, knowledge, attentiveness, passion, and guest service." That was true 58 years ago and remains true today.

Disney U: How Disney University Develops the World's Most ...

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (2013) (ISBN 978-0071808071)
References [edit] ^ "How Disney gets its 'hi-ho' enthusiasm from workers" .

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Doug Lipp - Wikipedia

The simple explanation for the Disney University's success can be attributed to the levels of support and clarity of purpose found in the Four Circumstances, organizational values promoted by Walt Disney and the founder of the Disney University, Van France.

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