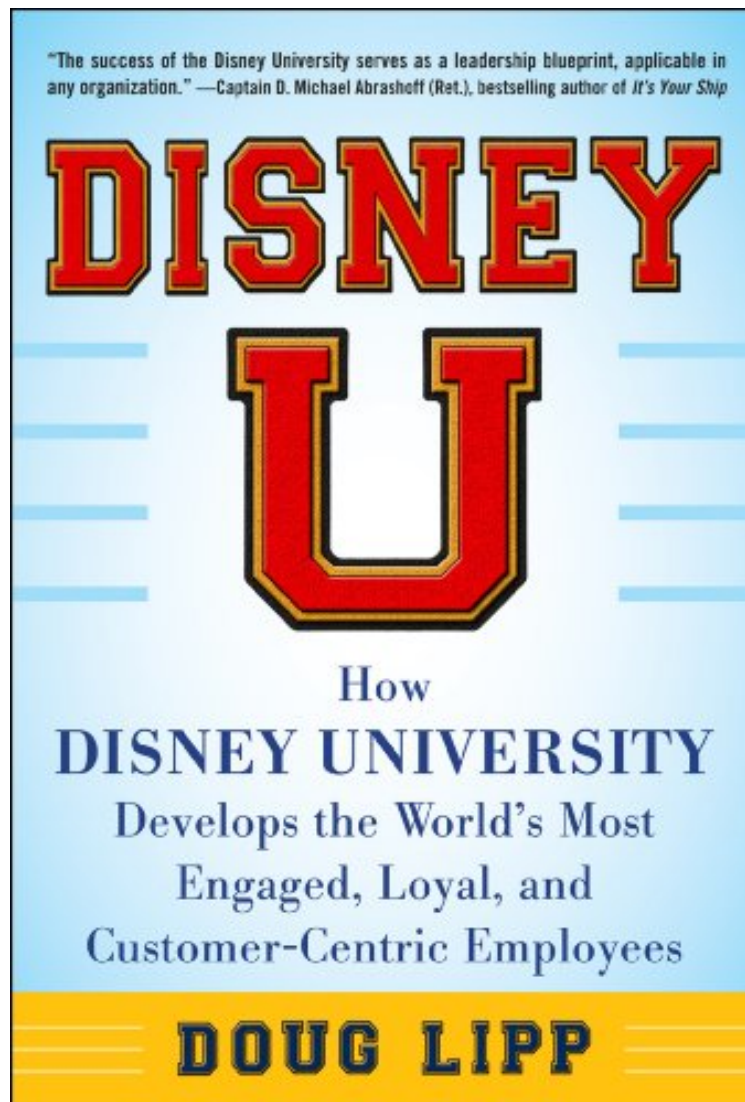


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Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees (Business Books)

Doug Lipp

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Leadership lessons from the iconic brand you can use to drive Disney-style success 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. Disney U examines how Van France's timeless company values and leadership expertise have turned into a training and development dynasty: the Disney U. The book reveals the heart of the Disney Culture and describes the company's values and operational philosophies that support the world-famous Disney brand. Doug Lipp is an internationally acclaimed expert on customer service, leadership, change management and global competitiveness, specializing in the lessons he learned at the Disney U.

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.