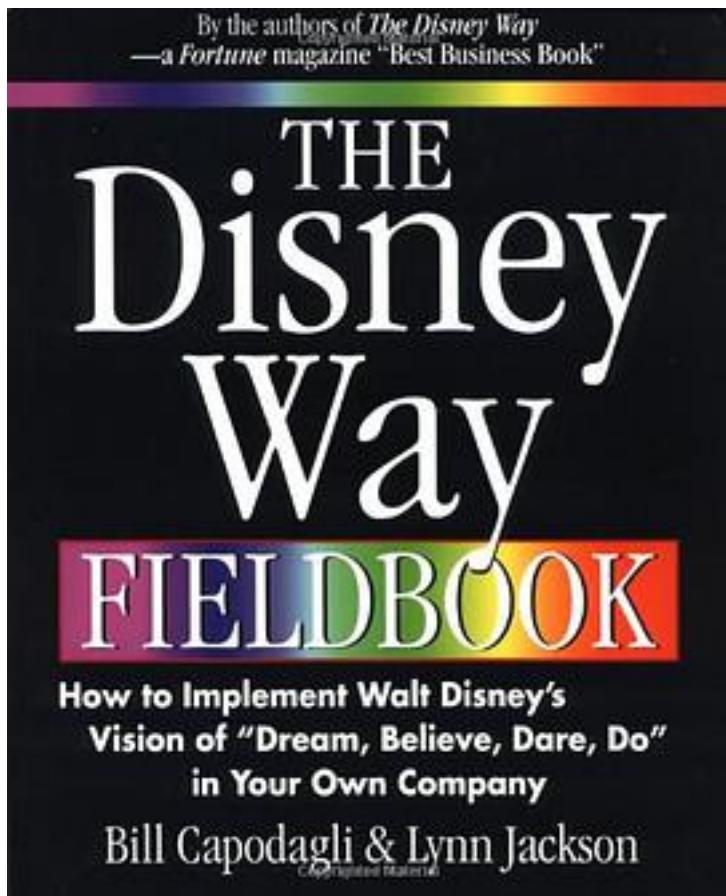


The Disney Way Fieldbook



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By the authors of the popular, "The Disney Way" - a "Fortune" magazine "Best Business Book", this is a blueprint for instilling creativity and teamwork - and achieving Disney-like results in your organization. Let "The Disney Way Fieldbook" help you put "show" into any business. Tinker toys? Ping Pong balls? An imaginary acid river? When

first leafing through these team building and management exercises, you might be tempted to think that Capodagli and Jackson have been to Disneyland one too many times. But these Fortune 100 consultants know that ambitious creativity is the key to implementing the Dream, Believe, Dare and Do principles that they first presented in "The Disney Way". Whether building a structured approach to evaluating customer service or developing systematic processes for resolving conflicts among team members (to cite just two examples), these imaginative exercises will help you and your team rethink accepted ideas, increase awareness, push your creativity and develop solutions - all in fun and unexpected ways."If Walt Disney had ever written a management book, this is what it would look like." - Chris Murray, Editor-in-Chief, Soundview Executive Book Summaries. "The Disney Way Fieldbook is both entertaining and informative. After reading this book, you will discover and believe in the magic of your people too!" - Ken Blanchard, co-author of "The One-Minute Manager" and "Leadership by the Book". "A tremendous companion to "The Disney Way", this book puts theory into practice as it incorporates all of the magic of dreaming with the reality of doing." - Dr. Stephen Covey, author of "The Seven Habits of Highly Effective People".

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