

The Disney way : memanfaatkan rahasia manajemen Disney di perusahaan anda

Capodagli, Bill, 1948-, author

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Abstrak

"In The Disney Way: Harnessing the Management Secrets of Disney in Your Company, Bill Capodagli and Lynn Jackson, Fortune 100 consultants with clients throughout the world, examine Disney's business philosophy and explain how it can be used in any company to achieve superior team-work, creativity, and innovation. The authors introduce four principles - Dream, Believe, Dare, and Do - and reveal how these ideas drive the ten principles that are at the heart of every Disney strategy. Each principle is then examined in detail by illustrating the principle at work at Disney as well as at other successful companies."--BOOK JACKET.

"In this book, you'll learn how to give every member of your organization the chance to dream, and tap into the creativity those dreams embody; treat your customers like guests; build long-term relationships with key suppliers and partners; dare to take calculated risks in order to bring innovative ideas to fruition; and align long-term vision with short-term execution."--BOOK JACKET.