

# Best! Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground PDF



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"This tremendous book brings the magic and genius of Pixar to the page and lets us in on the secrets and intuitive synergy of such a successful company." -- Stephen R. Covey, author of *The 7 Habits of Highly Effective People* and *The 8th Habit: From Effectiveness to Greatness* "Pixar is one of the most creative organizations in the world. Read *Innovate the Pixar Way* and explore the true beauty in how they sustain the environment. Who knows, maybe a little Pixar dust will fall on you!" -- John Christensen, coauthor of *Fish!* and playground director AKA: CEO, ChartHouse Learning "Creativity makes it possible for our dreams to become real--my life is my proof. This book puts all those possibilities in the hands of the reader . . . for those who will be creating the future." -- Carol Lawrence, singer, dancer, actress, and national spokesperson for the Opening Minds Through the Arts student achievement program "With great and useful tips from beginning to end, this book will inspire workplaces to have more fun AND more success. I guarantee it!" -- George Zimmer, founder and CEO, Men's Wearhouse "This insightful work is a great primer for leaders who are looking to unleash creative potential and instill a sense of joy and playfulness in their organizations." -- Brian Walker, president and CEO, Herman Miller, Inc. Animate your team and unleash their creative power . . . The Pixar Way "Creativity doesn't follow titles; it just comes from where it comes from." -- Ed Catmull, Pixar cofounder, Pixar and Disney Animation Studios president In movies from *Toy Story* to *The Incredibles* to *WALL-E* to *Up*, Pixar Studios continues to set new standards for commercial and critical achievement. Pixar is a place where collaboration sets the tone for "artists and geeks" to work side by side in a spirit of mutual respect and trust. The key lies not just in who--writers, animators, directors, tech wizards, and others--makes Pixar outstanding, but in how Pixar creates the ultimate haven where creativity overflows. In this eye-opening book, Bill Capodagli and Lynn Jackson, authors of *The Disney Way*, reveal how Pixar has reawakened the innovative spirit of Walt Disney. They explore how president Ed Catmull and chief creative officer John Lasseter and the rest of Pixar's brain trust have built an organization on the simple philosophy that quality is the best businessplan. It makes no difference if you are making a movie that takes four years or serving a customer that takes four minutes, you have only one chance to deliver that magical, magnetic, enchanting experience for your customer. In this concise, accessible book, Capodagli and Jackson offer examples of how it's done--and explain what it takes to get your people to achieve greatness by unleashing their power to Learn not only from Pixar but also from how other leading organizations--Google, Griffin Hospital, Men's Wearhouse, OMA (Opening Minds Through the Arts) student achievement program, Nike, Target, and the Internet shoe giant Zappos--unshackle their people's imaginations and do outrageously great things. And by motivating your team to Innovate the Pixar Way you, too, can discover the magic that will help your business stay ahead of the competition, attract the best talent, and fatten the bottom line. In 1993, Bill Capodagli and Lynn Jackson cofounded Capodagli Jackson Consulting in West Olive, Michigan. They have helped scores of organizations revamp their customer service experiences and develop innovative products, and they also have developed performance strategies to impact organizational change using Walt Disney's "Dream, Believe, Dare, Do" success credo. Bill Capodagli is the most requested keynote speaker on the creative cultures of both Disney and Pixar. Visit the authors at [capojac.com](http://capojac.com)

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This Best! Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Best! Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Best! Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Best! Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground having great arrangement in word and layout, so you will not really feel uninterested in reading.