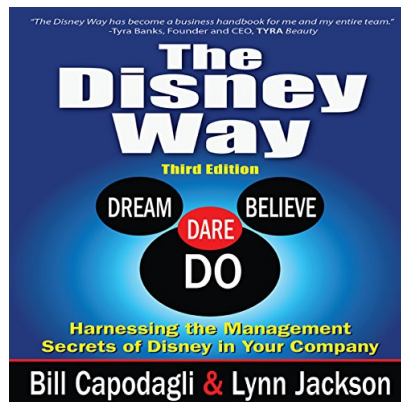


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"Dream, Believe, Dare, Do...." Though four simple words, this carefully crafted credo lies at the heart of Walt Disney's enviable empire and has led The Walt Disney Company to prosperity for decades. As foremost experts on Disney, authors Bill Capodagli and Lynn Jackson return with an updated and expanded third edition of The Disney Way to show how organizations can incorporate this four-pillared credo to support any business, drive any team, and guide any leader to create immeasurable success. Profiling a new set of diverse organizations - such as TYRA Beauty; Rainbow Babies & Children's Hospital; Ottawa County, Michigan; and Science Center of Iowa - the authors show how companies of any size, whether an entrepreneurial start-up or a Fortune 500, can reach their utmost potential by embracing Walt Disney's techniques to create a consumer-centric culture. They provide step-by-step actions on how to: Find out why Walt Disney's Dream, Believe, Dare, Do principles continue to redefine the nature of business and revolutionize the art of management, and learn how to implement them in your own organization.

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