



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

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.

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