

By the authors of *The Disney Way*  
—a *Fortune* magazine “Best Business Book”

# THE Disney Way

## FIELDBOOK

**How to Implement Walt Disney's  
Vision of “Dream, Believe, Dare, Do”  
in Your Own Company**

**Bill Capodagli & Lynn Jackson**

# Resumo de The Disney Way Fieldbook: How to Implement Walt Disneys Vision of Dream, Believe, Dare, Do in Your Own Company

Business people around the world raved about The Disney Way and Fortune proclaimed it, "so useful you may whistle while you work." Now, authors Bill Capodagli and Lynn Jackson are back to deliver a comprehensive, step-by-step implementation plan based on Walt Disney's principles outlined in the best-selling The Disney Way.

The Disney Way Fieldbook provides action plans for instilling Disney's vision into any company, complete with diagnostic exercises, practice sessions, proven advice, and insightful questionnaires. Packed with universally applicable tools and techniques, the book also features inspiring quotes from Walt Disney himself and little known facts about his extraordinary empire.

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