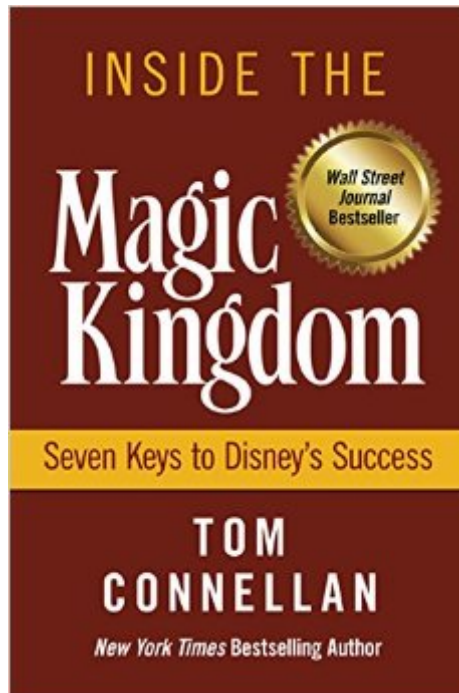


The book was found

Inside The Magic Kingdom : Seven Keys To Disney's Success



Synopsis

Now an insider takes you inside the incredible Disney service culture and presents simple, powerful concepts in a fun, memorable way.

Book Information

Hardcover: 160 pages

Publisher: Peak Performance; 1 edition (March 25, 1997)

Language: English

ISBN-10: 1885167237

ISBN-13: 978-1885167231

Product Dimensions: 5.9 x 0.8 x 8.4 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars Â Â See all reviews Â (100 customer reviews)

Best Sellers Rank: #99,018 in Books (See Top 100 in Books) #68 in Â Books > Business & Money > Industries > Service #299 in Â Books > Business & Money > Biography & History > Company Profiles #955 in Â Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

I'm always pleased when a former student lends me a book . . . that is how I came to read INSIDE THE MAGIC KINGDOM: SEVEN KEYS TO DISNEY'S SUCCESS by Tom Connellan . . . it is a fictionalized version of the experiences of a group of individuals who attend a Disney University seminar to learn that corporation's approach to customer service. Though the approach is somewhat hokey, I nevertheless got a lot out of reading this short book that took me little over an hour to read--but left me thinking about it for a lot longer. There were several passages that caught my attention: * [Michael Eisner spoke to the class for a few minutes, then offered to answer questions. As he concluded his comments, he said, "No one ever wants to ask the first question, so who would like to ask the second question?" It got a small laugh, then the room filled with questions. What a clever way to start questions flowing, thought Alan. Back home, when he gathered people together for a meeting, it was sometimes difficult to get them to open up. Eisner's approach, on the other hand, immediately put people at ease. * [to average at least three positive comments to one negative] "Here's what you do. At the beginning of the day, put ten dimes in your pocket or somewhere easily accessible. "Every time you see someone doing well--paying attention to detail, listening to customers, anything that helps wow your customers--I want you to recognize that person

for her contribution."After you're done so, move a dime to another pocket. The next time you recognize someone, move another dime."Your goal is to get all ten dimes moved by the end of the day. Do it for thirty days and see how things have changed.

[Download to continue reading...](#)

Magic Cards: Magic the Gathering - 33 Killer Tips from a Magic Master! (Magic Cards, Magic the Gathering, Magic Decks, Magic the Gathering Tips, Magic Card Tips, How to Play Magic, Magic) Inside the Magic Kingdom : Seven Keys to Disney's Success The Hidden Magic of Walt Disney World Trivia: A Ride-by-Ride Exploration of the History, Facts, and Secrets Behind the Magic Kingdom, Epcot, Disney's Hollywood Studios, and Disney's Animal Kingdom Disney (Disney, Disney Biography, Disney Books, Disney Series Book 1) The Book Publisher's Handbook: The Seven Keys to Publishing Success With Six Case Studies Kingdom Keepers: Disney After Dark: Disney After Dark Spinning Disney's World: Memories of a Magic Kingdom Press Agent My Disney Busy Bag: Traveling With Children by Plane/8 Crayons/My Trip Blank Book/Write on Wipe Off World Map/Erasable Pen/Mickey Storybook/2 Disney (My Disney Busy Bag Series) Walt Disney - A Kids Book With Fun Facts About The History & Life Story of Walt Disney (Walt Disney Books) The Principle and Power of Kingdom Citizenship: Keys to Experiencing Heaven on Earth Disney Movie Posters: From Steamboat Willie to Inside Out (Disney Editions Deluxe (Film)) Dream It! Do It!: My Half-Century Creating Disney's Magic Kingdoms (Disney Editions Deluxe) Dream It! Do It!: My Half-Century Creating Disney's Magic Kingdoms (Disney Editions Deluxe) Reading Studies for Guitar: Positions One Through Seven and Multi-Position Studies in All Keys Paradigm Shift: Seven Keys of Highly Successful Linux and Open Source Adoptions The Jewish Phenomenon: Seven Keys to the Enduring Wealth of a People The Keys to the Effortless Golf Swing: Curing Your Hit Impulse in Seven Simple Lessons Communicating for a Change: Seven Keys to Irresistible Communication (North Point Resources) Communicating for a Change: Seven Keys to Irresistible Communication The Phoenix of Destiny: An Epic Kingdom of Fantasy Adventure (Geronimo Stilton and the Kingdom of Fantasy: Special Edition)

[Dmca](#)