

Creating Magic 10 Common Sense Leadership Strategies From A Life At Disney Ebook Lee Cockerell

Yesterdayslf Disney Ran Your HospitalGood to GreatHow to Be Like WaltThe Princess AlineCare Like a MouseThe Insiders Guide to a Free Ride: Winning \$500,000 of Scholarships for College Was Easy, Learn HowThe Disney WayCreating Career MagicWork in ProgressCast Member Confidential:Common Sense LeadershipDuality Is the IllusionCommon Sense CommoditiesThe Customer RulesThe Keys to SuccessShadow and BoneInside the Magic KingdomCreating MagicWalt Disney's Way: How to Build a Better Business Using the Magical Marketing Strategies of Walt DisneyPolly Diamond and the Magic BookThe Stars Beneath Our FeetCreating MagicRulesBe Our GuestInside the MouseHow's the Culture in Your Kingdom?James and the Giant PeachFive Kingdoms: Sky RaidersThe 300 BodyThe Art Of Fixing Things 2Common Man's Guide to Man's Best FriendThe Ride GuideThe Disney DifferenceHarold and the Purple CrayonThe 16-Word DietLife Is MagicDisney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric EmployeesThe One Minute EntrepreneurEternal Cosmic Wisdom at Bargain Basement Prices

Yesterdays

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Now, for the first time, one element of the methods behind the magic that is the Walt Disney World Resort--quality service--is revealed. The book outlines proven Disney principles and processes for helping an organization focus its vision and align its people into a strategy that delivers on the promise of exceptional customer service.

If Disney Ran Your Hospital

How to Be Like is a “character biography” series: biographies that also draw out important lessons from the life of their subjects. In this new book—by far the most exhaustive in the series—Pat Williams tackles one of the most influential people in recent history. While many recent biographies of Walt Disney have reveled in the negative, this book takes an honest but positive look at the man behind the myth. For the first time, the book pulls together all the various strands of Disney’s life into one straightforward, easy-to-read tale of imagination, perseverance, and optimism. Far from a preachy or oppressive tome, this book scrapes away the minutiae to capture the true magic of a brilliant maverick. Key Features This is for the millions of Disney fans—those who admire his artistry or his business savvy or the products of his namesake company. The tone and style of the book will capture the imagination of younger readers, especially teens, in the same way as How to Be Like Mike. Support within the Disney world includes the daughter and grandson of Walt Disney; nephew and former vice chairman Roy Disney; and numerous Disney insiders who are already spreading the word.

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Good to Great

Using examples from his work with Disney and as a senior-level hospital executive, author Fred Lee challenges the assumptions that have defined customer service in healthcare. In this unique book, he focuses on the similarities between Disney and hospitals--both provide an "experience," not just a service. It shows how hospitals can emulate the strategies that earn Disney the trust and loyalty of their guests and employees. The book explains why standard service excellence initiatives in healthcare have not led to high patient satisfaction and loyalty, and it provides 9 1/2 principles that will help hospitals gain the competitive advantage that comes from being seen as "the best" by their own employees, consumers, and community.

How to Be Like Walt

Would You Like To Look Like One Of The 300? Exposed! Training Secrets To Build A Spartan Like Physique In The Fastest Time Possible Read on to discover how you too can look like one of the 300 by following a simple training plan fit for the spartans Have you ever watched the movies on the famous 300 and thought to yourself "How can i I look like one of them?" "Is it even possible?" If this is you then keep reading Six day a week gym sessions lifting weights lasting nearly two hours followed by marathon cardio. Complicated split training programs, twice a day training, Isolation exercises, German Volume Training. I've had the pleasure (and sometimes the misfortune)

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of trying them all in my quest for the perfect workout plan. What if I told you against tradition and what may seem like common sense, that the best way to look like a spartan is to actually train much less, with basic exercises, but with total effort and focus? That this method has been developed and followed ever since man has lifted weights to improve his physique, is more akin to a science than an art form and some of the top bodybuilders of all time have been its advocates? That the results when followed heroically are mind blowing? It's all true Introducing The 300 Body How To Build A Spartan Physique This powerful guide will provide you with the vital ingredients you need for quick and effective results, these are not myths or miracle pills or revolutionary training machinesthis is the tried and tested truth! By grabbing this guide and incorporating it into your life you will be well on your way to packing on quality slabs of muscle and having a Spartan like body. You can make muscle gain promises to yourself all day and night, but actually sticking to your goals is the hard part! Within this guide you will discover what works. Here's Exactly What You'LL Get Learn Why Strength Training Is The Shortcut To Building Muscle Discover The Basic Spartan Lifts How To Structure Your Workouts Quickly Get Results By Incorporating These Exercises Eat To Grow - Nutrition Overhaul And Much, Much More.. Get Instant Access Right Now

The Princess Aline

With dog training books galore, finding the right dog training book has become increasingly difficult. Yet,

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Jonathan J. Cianfaglione brings dog training to a comprehensible level for all ages. Intended to be an everyday dog training book for all levels and ages, Jonathan J. Cianfaglione does just that with "Common Man's Guide to Man's Best Friend: A Common Sense Approach to Dog Training." Using his cunning ability to take complex theories and distill them to an extremely basic level, Jonathan J. Cianfaglione points to common sense to break down dog training by showing parallels of our daily lives, and nature. Jonathan J. Cianfaglione's "Common Man's Guide to Man's Best Friend" provides a path to being a leader in the human-dog unit, consequently empowering the relationship between you and your dog. As one of the easiest to read and understand dog training books out there, coupled with the book's minimal pages, this book poses to be a must read for prospective dog owners, current dog owners, and to be passed amongst all members of the family to read. "Common Man's Guide to Man's Best Friend: A Common Sense Approach to Dog Training" not only provides a refreshing look at dog training, but also puts forth the challenge of commitment to dog owners. This book is sure to delight, and put a smile on every member of the household, including the four-legged family member.

Care Like a Mouse

Winning scholarships is not an art, it's a science. And this book is the science of how to win. More than 50 winners / staff members working at the nation's most acclaimed scholarship agencies have contributed to

this book, (Gates Millennium, Horatio Alger, Coca-Cola Scholar, and many more). It provides a holistic review of what it takes to win BIG! A fun read with specific strategies organized by grade level.

The Insiders Guide to a Free Ride: Winning \$500,000 of Scholarships for College Was Easy, Learn How

This is the story that Disney would never tell you. What do you do when everything in your life falls apart? If you're Chris Mitchell, you run away from home--all the way to Disney World, a place where no one ever dies--and employees, known as Cast Members, aren't allowed to frown. Mitchell shares the behind-the-scenes story of his year in the Mouse's army. From his own personal Disneyfication, to what really happens in the hidden tunnels beneath the Magic Kingdom and what not to eat at the Mousketeria, it was a year filled with more adventure--and surprises--than he could ever have "imagineered." Funny and moving, Mitchell tracks his ascent through the backstage social hierarchy in which princesses rule, and his escapades in the "Ghetto" where Cast Members live and anything goes. Along the way, he unmasks the misfits and drop-outs, lifers and nomads who leave their demons at the stage door as they preserve the magic that draws millions to this famed fantasyland--the same magic that Mitchell seeks and ultimately finds in the last place he ever expected. Chris Mitchell is an action sports photographer and journalist who grew up in Los Angeles. He was a senior at UCLA when he started

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his first magazine, an inline skating publication, and sold it to Sports & Fitness Publishing. Within a few years, he was working on five magazines within The Surfer Group. He continues to work closely with a number of publications and websites, as well as event and TV production companies like ESPN, ASA Entertainment and Lifelounge. He is a recognized expert in action sports, and as such, has stunt coordinated dozens of productions, including Batman and Robin, Brink! and Airborne. He is also the Chairman of the International Inline Stunt Federation for the advancement of extreme skating as a healthy and safe activity. After spending a year working as a photographer at Disney World in Orlando, Florida, he moved back to Los Angeles, where he currently lives.

The Disney Way

Common Sense Commodities was rated the #1 course on the market to learn to trade commodities. It's a massive 450 pages, printed in full color and comes with over ten hours of videos. I have students in over 67 countries and have been teaching people to trade since 1997. I have done seminars in the USA, Canada, Europe, England, Russia, Central and South America. I also do live daily webinars that you will have access to also. This is not just a book, it's a complete learning environment. It was written with the sole purpose to teach you to trade commodities for a living. Everything you learn in this course can also be applied to trading stocks or Forex as well. Trading doesn't have to be difficult, even though some educators try to impress you with how much

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they know by complicating something that is in reality pretty easy to learn. I'm not going to impress you with how much I know. What I'm going to impress you with is how fast you are going to learn to trade fulltime for a living. After all, isn't that what's really important? This course is unlike anything you have ever seen before. First I start out with the concept that you don't even know what the commodities market is, much less how to trade it. Not only have I made this course easy to understand, I've also made it fun! The course is over 450 pages printed in full color and comes with 39 online videos that show you exactly how each of the strategies work in the real markets. And at the end of each lesson there is a homework section just to make sure you are grasping the concepts that you are learning. As a Common Sense Commodities student you will be able to join thousands of other students around the world who have taken this course in my student forum and on special webinars that I do every month. I'm also going to show you how to get some software that you can start using day one to practice what you are learning in the course and on the videos. It's the same software that I use every day too. You will get a free trial offer to use this software for 14 days and even get a discount if you decide to buy it because you are one of my students. I also do two different online seminars every year lasting two days each. One is going to be on futures trading and the other on options trading. You will be invited to join me and my students are going to get a whopping 50% discount. There are going to be other big name educators co-hosting these seminars with me. My Common Sense Options course comes with a no questions ask refund policy. Get the course read and

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study it, watch the videos, join in the webinars and student forum and if for any reason you don't feel that you got more than your monies worth, just send it back for a full refund and keep the ten hours of videos just for trying out the course. Contact me after you order the course so I can link you to the videos instantly. My contact information is in the course.

Creating Career Magic

A former executive vice president of Walt Disney World shares thirty-nine indispensable rules for delivering exceptional customer service that will retain customers for any kind of business.

Work in Progress

Just as his first book, COMMON SENSE SUPERVISION (now in its fifth printing), helped the new manager to come to grips with new responsibilities, this book will help that manager with the next most important task—leadership. With the same easy manner and reliance on keeping things simple and clear, Roger Fulton prepares the new manager for the first role that leadership plays and explains how to master the principles that can make one effective.

Cast Member Confidential:

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

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Common Sense Leadership

“Jon Dorenbos is a magical person. Life Is Magic shows how we can all choose happiness in the face of overwhelming odds.” —Ellen DeGeneres An extraordinary and empowering story of resilience, forgiveness, and living a life of purpose in the face of unfathomable obstacles. You may know him as an NFL All-Pro or as a world-class magician who made the finals of America’s Got Talent, but Jon Dorenbos says that what he does is not who he is. He is someone who coached himself, at the most tender of ages, to turn tragedy to triumph. One morning in August 1992, when Jon was twelve years old and living a seemingly idyllic childhood in suburban Seattle, he woke up for baseball camp. His dad waved goodbye. Later that day, Jon heard the news: his father had murdered his mother in the family’s three-car garage. In an instant, his life had shattered. He’d essentially been orphaned. Thrust into foster care while his father stood trial for murder, Jon struggled. Left to himself, he discovered an unlikely escape performing magic tricks. If you found a way to alter your reality, after your dad—your hero—killed your mom, wouldn’t you cling to it too? Then came football, which provided a release for all of his pent-up anger. Together, magic and football saved him, leading to fourteen NFL seasons on the gridiron and raucous sleight of hand performances to packed houses across the globe. In 2017, he was diagnosed with a life-threatening heart condition leaving him with a choice. To either break down or—as he’d by now long taught himself—bounce back. “Life Is Magic

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shows how we can all choose happiness in the face of overwhelming odds" (Ellen DeGeneres) and provides a roadmap for overcoming even the darkest of times. Jon's story is poignant and powerful, told by a charismatic and optimistic man who has overcome life-or-death challenges with grace, persistence, a childlike sense of wonder...and jaw-dropping card tricks.

Duality Is the Illusion

There is an art to studying. Anyone one can "study," but few truly learn the art. Drew Case's insightful new guide to academic achievement, *The Keys to Success*, provides the tools you need for a lifetime of accomplishment. The author's fifteen years of classroom instruction have helped shape this handbook into a fun and easy-to-read compilation that teaches the skills required for successful learning, studying, and test taking. Over the past decade and a half, the strategies laid out in *The Keys to Success* have been shown to help all types of students achieve their maximum potential time and time again. The lessons learned, however, don't simply apply to college students. Instead, anyone wishing to acquire and apply new skills can benefit from Case's expertise. Originally conceived as a short addendum to the syllabi in his college science and nursing classes, Case quickly realized just how much most students needed a no-nonsense guide to academic achievement. As a result, he modified his original materials that resulted in the comprehensive book that is *The Keys to Success*. So whether one is a

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K-12 or college student, acquiring new job skills, or even a member of the military, the potential knowledge this educative guide offers is endless. Case travels around the state presenting to various K-12 schools and colleges. Case is available for speaking and presentations. Please contact him at drew.case@doane.edu for more information.

Comments/Reviews While reading your book, I found myself reflecting on my college years and my laborious study methods. I wish I had read your book back then! -Bill, CreateSpace Editor This book has been a huge help to me as a high school student. I recently took an ACT preparation class and most everything covered in the class was covered in this book. It taught me how to get through tests quickly, but very efficiently and systematically. It has also taught me different methods for studying and I have found these tips very helpful. I highly recommend this book. - Isabel, High School Student Something's just need a refresher. This book provides all that and more!!! I would highly recommend this to anybody embarking on furthering their educational goals. - College Staff I think the book is great! I love the common sense approach in a day when "common sense" is rare. Your layout is clean and fresh. There is a nice flow. I found THE KEYS TO SUCCESS to be caring, upfront and a GPS to success. - College Bookstore Manager Coming back to school after many years of raising a family and having a career I felt so rusty and lost. This book literally saved my grade. If you have concerns about how to study and do well in college, this book is a MUST! Thanks Mr. Case - Angie, College Student I had Mr. Case for my pharmacology class and he gave us a copy of the unprinted book to

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see if we liked it. LOVED IT!!!! Seriously, I don't know how I could have passed this class without it. Why didn't you have this book available when I took your anatomy class? - Sam, College Student

Common Sense Commodities

This book is designed as a workbook to help you overcome self defeating behavior. It explores some of the ways that you may have contracted the limiting, deep seated beliefs that are keeping you stuck in negative patterns. It is presented in a humorous and somewhat sagacious way, which gets "in your face" and makes you think. This work touches on many of the world religions, just enough to help you understand how they, along with parental and peer pressures have led you to think and act the way you do. It also looks at the possibility of soul choices and karma and even alien influences as a reason for your actions. Above all it gives you tools you can use to rethink your deepest beliefs thereby recreate your reality, regardless of where it came from.

The Customer Rules

Orphaned by the Border Wars, Alina Starkov is taken to become the protegêe of the mysterious Darkling, who trains her to join the magical elite in the belief that she is the Sun Summoner, who can destroy the monsters of the Fold.

The Keys to Success

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"A collection of practical, helpful suggestions, powerful reminders, and easy-to-use tools to make life better, have more fun, get more done, improve relationships and all without too much heavy lifting!"--Page 4 of cover.

Shadow and Bone

Harold is a curious four-year-old whose imagination - and ubiquitous purple crayon - leads him into a world of his own invention. This story is full of twists and surprises as young Harold draws himself some wonderful adventures.

Inside the Magic Kingdom

Cole Randolph was just trying to have a fun time with his friends on Halloween (and maybe get to know Jenna Hunt a little better). But when he and his friends break into a spooky house with the scariest rep in town, it turns out to be the start of an adventure on a whole different level! As his friends are mysteriously sucked away into another realm, Cole dives in after them and finds himself in a magical place called The Outskirts. Made up of five kingdoms, The Outskirts lie between wakefulness and dreaming, reality and imagination, between life and death. It's an in-between place. And once you find your way to the Outskirts, it's very hard to leave...

Creating Magic

Our consumer society needs a reality check. The

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landfills are overflowing, the oceans are full of plastic, North American money is now used by China to buy more weapons, and still we think a product that lasts only 4 years is a good one. This book contains over 170 tips, tricks and hacks to help you repair, reuse, lead a simpler life and save money. We have entered a Grand Solar Minimum and it will get colder. This is your Darwin Moment. Survival will no longer be simple, but if you are prepared it will be easier. Inside is a guide inspired by the wisdom of the do-it-yourselfers of 100 years ago. Find out how to use tools, make things last longer, repair them when they break and live a simpler life. Make something at adult education night. Find out which tools are actually useful. How to remove a car engine in your back yard. Get through snow drifts using snow The uses of a come-along winch. Strengthen weak and wobbly furniture. Bend metal with a metal bender. Repair broken windows and dripping taps. Reset the oven temperature on your electric stove. What to do about a "bang" in the fridge. Fix your electric stove elements. Repair a screen and frustrate the mosquitos. The basics of lumber and what is not lumber. Using a table saw, countersink and hand plane. How to get rid of pests: rats, bugs, ants and wasps. Finding the hydraulic oil filter on your tractor. How growing trees in your yard affect your wood stove. Why you should get your wood stove very hot in the morning. The challenges of life in the country and how to meet them. Staying warm with wood heat. Knowing what questions to ask. Getting good stuff for FREE. The ideas and information presented in this book will inspire you and give you great confidence that taking charge of your possessions and your life is

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not only easy, it is fun, and more rewarding than just buying something new. IT IS EASY AND YOU CAN DO IT!!

Walt Disney's Way: How to Build a Better Business Using the Magical Marketing Strategies of Walt Disney

“It’s not the magic that makes it work; it’s the way we work that makes it magic.” The secret for creating “magic” in our careers, our organizations, and our lives is simple: outstanding leadership—the kind that inspires employees, delights customers, and achieves extraordinary business results. No one knows more about this kind of leadership than Lee Cockerell, the man who ran Walt Disney World® Resort operations for over a decade. And in *Creating Magic*, he shares the leadership principles that not only guided his own journey from a poor farm boy in Oklahoma to the head of operations for a multibillion dollar enterprise, but that also soon came to form the cultural bedrock of the world’s number one vacation destination. But as Lee demonstrates, great leadership isn’t about mastering impossibly complex management theories. We can all become outstanding leaders by following the ten practical, common sense strategies outlined in this remarkable book. As straightforward as they are profound, these leadership lessons include: Everyone is important. Make your people your brand. Burn the free fuel: appreciation, recognition, and encouragement. Give people a purpose, not just a job. Combining surprising business wisdom with insightful and entertaining stories from Lee’s four decades on

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the front lines of some of the world's best-run companies, *Creating Magic* shows all of us – from small business owners to managers at every level – how to become better leaders by infusing quality, character, courage, enthusiasm, and integrity into our workplace and into our lives.

Polly Diamond and the Magic Book

Outstanding leadership is the kind that inspires employees, delights customers, and achieves extraordinary business results. And no one knows more about this kind of leadership than Lee Cockerell, the man who ran Walt Disney World® Resort operations for over a decade. In *Creating Magic*, he shares the ten practical, common sense strategies that guided his own journey from a poor farm boy in Oklahoma to the head of operations for a multibillion dollar enterprise. Combining surprising business wisdom with insightful and entertaining stories from his four decades on the front lines of some of the world's best-run companies, Lee shows all of us - from small business owners to managers at every level - how to become better leaders by infusing quality, character, courage, enthusiasm and integrity into our workplaces and our lives.

The Stars Beneath Our Feet

Reproduction of the original: *The Princess Aline* by Richard Harding Davis

Creating Magic

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Disney CEO Michael Eisner's legendary self-reliance comes through in his narration of *Work in Progress*. He takes you with him as, again and again, he plunges into uncharted waters and comes up a stronger swimmer than he was before.

Rules

17 Success Secrets for Entrepreneurs and Small Business Owners Most people think of Walt Disney primarily as a visionary, but he was also a highly skilled marketer. In this unique book, maverick marketer Andrew Lock guides you through 17 success secrets from Walt, and explains how your business can apply them to follow Walt Disney's way. You'll discover valuable lessons in sales, marketing, and customer service, as well as how to create memorable experiences that will cause customers to return to you, over and over again. As Walt himself said, "Do you what do so well, that your guests keep coming back, and bring their friends. You'll find this book easy to read, eye opening, exciting, and fun to implement and that's just the first page. What Readers Say About Walt Disney's Way "Andrew Lock has written a very creative book on how Walt Disney both thought and got things done. If you love Disney and you're a business person, you'll find many ideas and solutions for solving the obstacles you encounter every day. Walt Knew that if he took care of his guests, they would take care of the bottom line." - Lee Cockerell, Executive Vice President (retired), Walt Disney World Resort "A completely new, fresh, and fascinating insight into how Walt Disney's approach to

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business can benefit any business owner and increase their sales and profitability." - DaveDee,

DaveDee.com "I've known Andrew Lock for over a decade. When it comes to marketing, he was clearly inspired by Walt Disney, and finally this book delivers those tactical strategies on how to infuse the "magic" of Disney into your business. Read it today!" - Ryan Lee, Founder of Rewind

"Most Disney books ignore the thoughtful, deliberate marketing strategies that makes customers flock from around the world, pay premium prices for food, drink and accommodations so they can spend their vacations standing in queues, and love it. Whatever product you offer, this book reveals how you can implement Disney's secrets to generate more new customers, get your customers to pay you premium prices even if there are low-priced options readily available and love you so much they can't stop telling their friends about you. Walt Disney's Way should be a text book for university marketing classes." - Robert Skrob,

www.RobertSkrob.com "I've studied the business lessons of Disney for the past 25 years, yet still learned many new perspectives from this book! The lessons are endless; Andrew has done a marvelous job of collecting so many wonderful examples into tangible, action-items for entrepreneurs. Walt Disney's Way is a very enjoyable and informative read!" - Susan Kruger, M.Ed., Author of SOAR Learning & Soft Skills "Andrew's grasp of the Disney business model and culture almost make it seem that he had worked there. In this easy to read book, Andrew takes you from the early years of the Disney company through the present, and gives insight to the how's and why's of Walt Disney's creative mind. Walt

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Disney's Way is a must read for entrepreneurs who want to bring their business to the next level." - Vance Morris, Author of "Systematic Magic.: 7 Magic Keys to Disnify Any Business" "Being from Orlando we have learned a lot from studying Walt and observing how Disney operates. Some of these Disney inspired ideas have made a huge impact on our business. Andrew is an expert at what makes Walt and Disney tick, and this book is loaded with stories and business-changing ideas. Don't miss chapter 14, it's a game changer!" - Jimmy Vee & Travis Miller, Founders of Gravitational Marketing

Be Our Guest

"Yesterdays" by Ella Wheeler Wilcox. Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten—or yet undiscovered gems—of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

Inside the Mouse

Mega-bestselling author Ken Blanchard and celebrated business leaders Don Hutson and Ethan Willis present an inspiring story that reveals the secrets to becoming a successful entrepreneur. In

THE ONE MINUTE ENTREPRENEUR, Ken Blanchard (coauthor of the #1 bestselling business classic The One Minute Manager), Don Hutson, CEO of U.S. Learning, and Ethan Willis, CEO of Prosper Learning, tell the inspiring story of one man's challenges in creating his own business. Through a powerful and engaging narrative, we confront many of the typical problems all entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their customers. More important, we learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service. In addition, the book offers invaluable advice, delivered through One Minute Insights, from such entrepreneurs and thinkers as Sheldon Bowles, Peter Drucker, Michael Gerber, and Charlie "Tremendous" Jones. Today, in the midst of the largest entrepreneurial surge in U.S. history, four out of five small businesses continue to fail. THE ONE MINUTE ENTREPRENEUR offers businesspeople and would-be entrepreneurs a treasure trove of wisdom on how to think, act, and succeed in creating and sustaining a business, no matter what their industry.

How's the Culture in Your Kingdom?

"I dream, I test my dreams against my beliefs, I dare to take risks, and I execute my vision to make those dreams come true." -Walt Disney. Walt Disney's dreams, beliefs, and daring gave birth to captivating characters, thrilling theme park attractions, and

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breathtaking tales that have inspired the imaginations of generations of children and adults. Disney also launched an entertainment and marketing empire whose influence is felt around the world, and whose success provides a model of business excellence that can guide any company. Each principle is then examined in detail by illustrating the principle at work at Disney as well as at other successful companies. Capodagli and Jackson have spent their careers studying Disney and teaching this unique management method to others. As consultants to companies ranging from Illinois Power to Bristol-Myers Squibb and Whirlpool, they have used the Disney principles again and again, and have seen them yield startling performance improvements. They have distilled this wisdom in *THE DISNEY WAY*. In this book, you'll learn how to: Give every member of your organization the chance to dream, and tap into the creativity those dreams embody; Treat your customers like guests; Build long-term relationships with key suppliers and partners; Dare to take calculated risks in order to bring innovative ideas to fruition; Align long-term vision with short-term execution. And more. No fairy dust. No magic wands. No wishing on a star. Just sound, effective management principles that stem from Walt Disney's values, vision, and philosophy. Lists of questions to ask and actions to take, along with real-life examples, will help you adapt the Disney Way to suit your company's needs. From the hiring and training of employees to the realization of a creative concept to exceptional customer service, every aspect of the Walt Disney Company is linked to Walt Disney's vision.

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James and the Giant Peach

From the bestselling author of *Charlie and the Chocolate Factory* and *The BFG!* After James Henry Trotter's parents are tragically eaten by a rhinoceros, he goes to live with his two horrible aunts, Spiker and Sponge. Life there is no fun, until James accidentally drops some magic crystals by the old peach tree and strange things start to happen. The peach at the top of the tree begins to grow, and before long it's as big as a house. Inside, James meets a bunch of oversized friends—Grasshopper, Centipede, Ladybug, and more. With a snip of the stem, the peach starts rolling away, and the great adventure begins! From the Trade Paperback edition.

Five Kingdoms: Sky Raiders

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

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management and global competitiveness, specializing in the lessons he learned at the Disney U.

The 300 Body

Executive Career Development Secrets from a Life at Disney Career Development Magic is a unique book full of priceless advice and insightful experience. Lee Cockerell chronicles how he went from being a college dropout, rose through the ranks at both Hilton and Marriott, and ultimately became the Executive Vice President of Operations for Walt Disney World® Resorts. As the Senior Operating Executive for more than a decade, Lee led a team of 40,000 Cast Members and was responsible for the operations of 20 resort hotels, 4 theme parks, 2 water parks, a shopping & entertainment village and the ESPN sports and recreation complex. After spending more than 40 years in the hospitality industry developing skills, learning lessons in management and excellence in customer service, people were always asking Lee, "How can I climb the corporate ladder? How can I get into management? How can I get promoted? How can I make more money?" It was these persistent questions that led Lee to write this book. Lee candidly shares the specific things he did to experience such dramatic success in the corporate world, but he also shares the mistakes he made along the way, and the million-dollar lessons he learned that ultimately led him to the top spot at the number one vacation destination in the world. It was not Disney magic that made Lee Cockerell's career so successful, but the way he dealt with the ups and downs that made it

magical. It's the same with your career. Through this book, you will learn how to navigate the ups and downs along your own career path and zero in on your ideal job - and ultimately, the life you desire. When Lee Cockerell says "If I can do it, so can you," he truly means it. No matter where you are along your career path, you have an opportunity to climb the ladder of success by paying attention, asking questions and having a passion for your chosen career.

The Art Of Fixing Things 2

An analysis of Disney world and the consumption of leisure

Common Man's Guide to Man's Best Friend

Transform Your Business. The Disney Difference is must-reading for fans of Disney or for anyone who wants to apply the lessons and magic of Walt Disney to their organization. If you serve customers, charitable donors, or guests, this book will show you how you can give your best and give everyone a more magical experience.

The Ride Guide

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an

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enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The

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findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

The Disney Difference

Polly loves words. And she loves writing stories. So when a magic book appears on her doorstep that can make everything she writes happen in real life, Polly is certain all of her dreams are about to come true. But she soon learns that what you write and what you mean are not always the same thing! Funny and touching, this new chapter book series will entertain readers and inspire budding writers.

Harold and the Purple Crayon

How's the Culture in Your Kingdom explains how to

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lead oneself and their team/organization by using relevant stories and practical examples from Dan Cockerell's 26 year Disney leadership journey. Dan Cockerell started his Disney journey as a parking attendant. Over the next 26 years and 19 different jobs, he became the Vice President of the biggest theme park in the world, The Magic Kingdom Park. During the course of his Disney career, Dan learned many life and leadership lessons and teaches those learnings within *How's the Culture in Your Kingdom*. Within its pages, Dan explains how to lead oneself and how to lead their team and organization by using relevant stories and practical examples from his 26-year Disney leadership journey. *How's the Culture in Your Kingdom* helps prepare leaders to lead their team by teaching them how to: Surround themselves with the right people Build trusting relationships Set clear expectations And provide regular feedback, positive and critical

The 16-Word Diet

For all drivers, new and experienced -- everyone will learn useful information from this book. Ms. Creedon has artfully researched and detailed this fact-filled guide of knowledge about vehicles and safety. When her daughter became the victim of a "bump and grab," she was compelled to learn more about road dangers and other things that so many drivers don't know -- but need to! Points that are not covered in Driver's Ed, knowledge gained only through years of driving experience, are expertly covered in her easy-reading style. From the back cover: How safe are you

while driving? Do you know what to do when suspicious situations arise? Do you know basic vehicle trouble signs? The Ride Guide's wealth of information tells how to be more safety conscious, avoid driving hazards, how to keep your vehicle safe, and so much more! Learn about important danger signs, how to handle problems and avoid potential safety traps. What do you do when blue lights are flashing behind you? (Perhaps not what you think!) When it is okay to leave the scene of an accident? What is the difference between road rage and aggressive driving? Do you know about the "Move Over Law" and the "Good Samaritan Law?" When not to use cruise control? How best to talk to a police officer? Proper procedure when you have an accident? What to do if involved in a "bump & grab?" When to call 511? You will also find information on how to take care of your car, how to avoid getting a ticket, how to buy a used car, how to add oil, how to use jumper cables, the safe way to lead and follow, plus lots of great driving tips. While new drivers generally have the most current driving knowledge, they don't know many of the points mentioned, things learned only from years of driving experience. However, drivers of any age and experience level will benefit from this book.

Life Is Magic

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

The Method of Walt Disney. Don't let them fool you. The magic of Disney is really method. Walt Disney developed sophisticated yet common-sense methods for everything he did, from films to theme parks. Once you know those methods, you can create some magic, too.

The One Minute Entrepreneur

The 16-Word Diet is a once-in-a-generation book - a survival guide for people who are tired of miracle diets and magic pills, and who want common-sense solutions to the complex problems of obesity. Written by mathematician and weight loss expert Jay Wiener, The 16-Word Diet explodes dozens of popular myths about dieting and replaces them with just sixteen words - the simple keys to losing weight permanently and living a longer, healthier life. Here are a few of the many topics covered, written with the author's remarkable gifts for wisdom and laughter: On Maintenance: Losing weight is hard work, but maintaining a weight loss is hand-to-hand combat. If you don't learn how to maintain before you start to diet, you will be clobbered. On Goal Setting: Most dieters never choose reasonable goals. Worse, they do no planning before they start, unless you count reading the directions on a bottle of enchanted diet pills as planning. On Fad Diets: The Raw Food Diet is a typical fad. Dieters aren't allowed to cook their food. Raw vegetables are fine with me, but Raw pork? Raw chicken? Those dieters may get thinner, but who wants to kiss them? On Binge Eating: I was a binge-eater for twenty years. The most important thing to

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understand is this: you can stop. Not immediately, of course, but you can learn how to turn massive overeating into mini-binges, and then into micro-binges, and happily live that way forever. On Bad Obesity Research: They studied the effects of diet on ED by asking men to remember how often they had ED. Seriously? I can remember how often I've slept in an igloo with Jennifer Lawrence, but not much else. On Temptation: Tempted to indulge in a chocolate croissant at Starbucks? Think of all the teenage baristas who breathed on that croissant before you started to eat it. On Exercise: You hate exercise. Too bad. If you're serious about losing weight, then stop reading and go for a walk. Buy this book when you come back. The 16-Word Diet. The most important new diet book in a generation - and fun to read.

***** From the Introduction: People who succeed at losing weight and keeping it off share a secret: they understand that losing weight is not about food. It's about every part of your life. And that's why this book is so different from other 'diet' books. It doesn't focus on what you eat; it focusses on how you can live a slimmer, healthier life for the rest of your life. What you eat is an important part of your life, but not the only part. To be successful, you need new skills that will help you live a healthy life at a significantly lower weight. How do you prepare before you start to diet? What are the most common mistakes people make when starting a diet? How do you choose between low-fat and high-fat diets? What makes us slip after months of success? How can we recover? What is the true value of exercise? How can you handle weight-loss plateaus? How should you manage vacations and holidays? Seven topics (there are many others) and

only one is about food - because dieting is about so much more than what you eat. The 16-Word Diet is a rare book. It can change your life.

Eternal Cosmic Wisdom at Bargain Basement Prices

"The right story at the right time. . . . It's not just a narrative; it's an experience. It's the novel we've been waiting for." --The New York Times A boy tries to steer a safe path through the projects in Harlem in the wake of his brother's death in this outstanding debut novel that celebrates community and creativity. ** WINNER OF THE CORETTA SCOTT KING-JOHN STEPTOE AWARD FOR NEW TALENT! ** MICHAEL B. JORDAN TO DIRECT MOVIE ADAPTATION! SIX STARRED REVIEWS! It's Christmas Eve in Harlem, but twelve-year-old Lolly Rachpaul and his mom aren't celebrating. They're still reeling from his older brother's death in a gang-related shooting just a few months earlier. Then Lolly's mother's girlfriend brings him a gift that will change everything: two enormous bags filled with Legos. Lolly's always loved Legos, and he prides himself on following the kit instructions exactly. Now, faced with a pile of building blocks and no instructions, Lolly must find his own way forward. His path isn't clear--and the pressure to join a "crew," as his brother did, is always there. When Lolly and his friend are beaten up and robbed, joining a crew almost seems like the safe choice. But building a fantastical Lego city at the community center provides Lolly with an escape--and an unexpected bridge back to the world. David Barclay Moore paints

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a powerful portrait of a boy teetering on the edge--of adolescence, of grief, of violence--and shows how Lolly's inventive spirit helps him build a life with firm foundations and open doors. MORE PRAISE FOR THE STARS BENEATH OUR FEET: A New York Times Notable Book A Time Top 10 Children's Books of the Year A Boston Globe Best Children's Book of the Year A Publishers Weekly Best Book of the Year A Kirkus Reviews Best Children's Book of the Year A Shelf Awareness Best Children's Book of the Year An ALA-YALSA Quick Pick An ALA-ALSC Notable Children's Book "A fast and furious read in which we meet some amazing people, people that stay with us. David Barclay Moore is an exciting new voice. We definitely haven't heard the last of his brilliance." --Jacqueline Woodson, Newbery Honor and National Book Award-winning of *Brown Girl Dreaming* "The Stars Beneath Our Feet is about the weight of the world on the back of a child, and the creative tools necessary to alleviate that pressure. I found myself rooting for Lolly, and you will too." --Jason Reynolds, Coretta Scott King Honor Award Winner for *As Brave As You*

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