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The Disney Apprentice: Lessons Learned from Inside Disney

Chuck Shields

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Delivering Disney Magic

From his start as a submarine captain in Disneyland during the summer of 1967, until his final years with Disney as a vice president of Imagineering, Chuck Shields discovered the methods behind the magic. In his long-awaited book, he tells you how to put those methods to work for your organization.

How did Disney become one of the most successful enterprises in history? Through a broad set of inspired principles developed over the decades and integrated into a customer-centric company culture. Chuck Shields not only learned these principles during his 22 years with Disney—he created some of them.

In *The Disney Apprentice*, Chuck takes you through his Disney career—and beyond—sharing stories and "lessons learned" that will help you tap into the Disney magic. Chuck's highlights include:

- Steering the growth of Disney University with his mentor, Van France
- Guiding Disneyland through some bleak times as its director of human resources
- Taking on the human resources challenge of Epcot as part of the executive Imagineering team
- Putting the "Disney Way" to work at mega-corporations like Manor Care and Choice Hotels

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Robert Hawkins:

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Kurt Rose:

Spent a free time and energy to be fun activity to complete! A lot of people spent their leisure time with their family, or all their friends. Usually they accomplishing activity like watching television, about to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your current free time/ holiday? Might be reading a book is usually option to fill your free of charge time/ holiday. The first thing that you will ask may be what kinds of reserve that you should read. If you want to try look for book, may be the book untitled The Disney Apprentice: Lessons Learned from Inside Disney can be great book to read. May be it can be best activity to you.

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A lot of people always spent their particular free time to vacation as well as go to the outside with them family members or their friend. Do you know? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. If you need to try to find a new activity that's look different you can read the book. It is really fun in your case. If you enjoy the book that you just read you can spent 24 hours a day to reading a book. The book The Disney Apprentice: Lessons Learned from Inside Disney it doesn't matter what good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. When you did not have enough space to create this book you can buy the e-book. You can m0ore effortlessly to read this book through your smart phone. The price is not too costly but this book provides high quality.

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