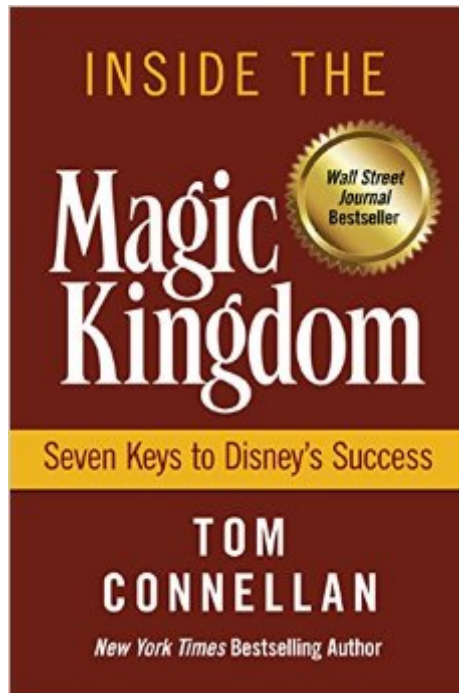


The book was found

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)

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

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

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