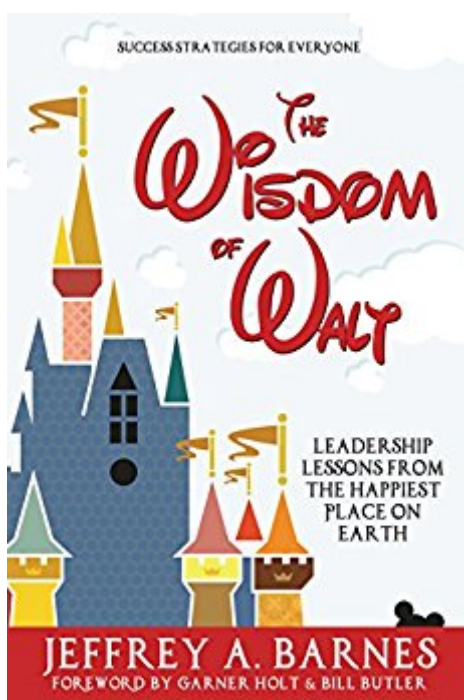


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# The Wisdom Of Walt: Leadership Lessons From The Happiest Place On Earth (Disneyland): Success Strategies For Everyone (from Walt Disney And Disneyland)



## Synopsis

PUT WALT TO WORK FOR YOU! How do you go from dreaming of a theme park to building one? Walt Disney laid the blueprint. Learn how he did it, and how his wisdom can guide you toward achieving the things that you dream of. The experts told Walt it'd never work. A giant theme park, where parents and children could play together? Crazy! So Walt put all of his money into this crazy dream of his. He put his reputation on the line. Anyone else would have quit, discouraged and disillusioned, but Walt built Disneyland. How did he go from dreaming to doing? And how can you do the same, no matter what your goal? In *The Wisdom of Walt*, Professor Jeffrey Barnes distills Walt Disney's vision, his knowledge, and his methods into a series of actionable lessons. Through historical vignettes about Disneyland, as well as plentiful examples and exercises, Barnes creates a framework through which you can apply Walt's wisdom to improve your career, your company, and your life. Learn to:

- Listen to your "Walter ego" and start trusting yourself
- Go "beyond the berm" with the secrets of Disneyland's success
- Make a "Main Street impression" on everyone you meet
- Create "E-ticket experiences" that keep them coming back for more

WITH THE WISDOM OF WALT, YOUR SUCCESS IS JUST A DREAM AWAY!

## Book Information

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## Customer Reviews

This is an ABSOLUTE MUST READ for anyone interested in Walt Disney, Disneyland, and personal development. Walt once said, "Of all the things I've ever done, I'd like to be remembered as a storyteller." Dr. Jeff Barnes does an EXCELLENT job emulating Walt's example as a storyteller: about Walt, Disneyland, and his own trials and triumphs with themes we all can relate to: work, family, childhood, success, failure, and love. Jeff shares his extensive knowledge about the history of Disneyland (he has a Ph.D. in history and created a college course on the topic!) through stories that grab your attention, stimulate your curiosity, and bring you to the edge of your seat in anticipation. Furthermore, his ability to translate these stories into inspiring life lessons is AMAZING! While reading the book, you feel like Jeff is taking you on a personal tour of Disneyland, pointing out interesting facts that you might not have ever known (Did you know Doritos were invented at Disneyland?!). Jeff helps you to see the park (and your LIFE) in a brand new way! Walt said, "I would rather entertain and hope people learned something than educate people and hope they were entertained." Well, now you don't have to choose. With *The Wisdom of Walt*, by Jeff Barnes, you can be entertained and educated all at the same time!

Excellent book. I've given as a gift to my cousin and uncle and both liked it too. Neat to think of what one man can do with such a wonderful imagination.

Love the history and life lessons. It is a book to be read over and over again. Every time I pick it up I learn something new, not only about someone I have always admired, Walt Disney, but about myself as well. I highly recommend this book. It is so much more than a self help or how-to 'lesson' book. Find out more about the wisdom of Walt, and learn some heart lesson about yourself through the wisdom of writing by Jeffrey Barnes.

From the moment I started reading this book I knew it was the book I needed to be reading. I do have a dream right now that needs to be fulfilled. There are many actions That need to be taken and focus required. This book is inspiring and motivating to anyone with a dream to get up and start

living their life to the fullest potential.

I can't say enough about this book. The history is fascinating, and the lessons are applicable to every day life. Some are simple and obvious, yet many are profound. Mr. Barnes presents the material in a fun fashion. His level of interest and enthusiasm in the material is astounding. Highly recommend to everyone.

Jeff takes you through Walt's dream with motivational words in a way no other author has been able to accomplish. The book is filled with practical application principles for leadership and is a must read for all business owners and students as well. With inspirational, educational and entertaining stories the book holds your interest. "All of our dreams can come true, if we have the courage to pursue them." Find your courage in this book!

A good read, lots of items teaching ways to accomplish more in your life. Entertaining, with illustrations of how to increase our own imaginations. A fairly quick read and worth the time investment.

It was an interesting book with good information about Walt. Made for good reading. I will recommend this book to others.

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