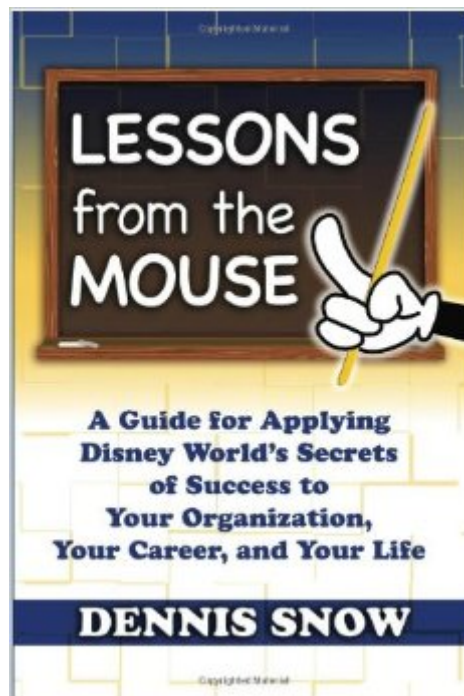


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# Lessons From The Mouse: A Guide For Applying Disney World's Secrets Of Success To Your Organization, Your Career, And Your Life



## Synopsis

What can you learn from a mouse? When that mouse has been delighting and entertaining hundreds of millions of people for decades - it turns out there is plenty to learn. Dennis Snow's *Lessons From the Mouse* provides ten no-nonsense, practical principles that anyone, anywhere can apply. He entertains while he educates with chapters like 'What Time is the 3:00 Parade?' Is Not a Stupid Question. The mouse is very candid here - no Disney pixie dust blinds the reader. Backstage snafus, onstage errors, and occasional chaos emerge in all their drama, humor, or irony. At its heart, though, *Lessons From the Mouse* presents ten lessons that guide readers in applying excellence in their own organizations, careers, and lives. Whether being used as a tool for increased organizational effectiveness or a pocket guide for the college grad or new entrepreneur, *Lessons From the Mouse* offers timeless, straightforward advice.

## Book Information

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## Customer Reviews

When families visit Disney World, their attention is focused on the majesty of Cinderella's castle, the cultural experiences available at EPCOT Center, and the kids' eager dash to hug Mickey Mouse as he walks down the Magic Kingdom's Main Street, USA. Guests can forget that Disney World is an intricate corporation employing thousands of people who must pay attention to every detail of the park's operation. Without fanatical focus on customer satisfaction and an organized business model, Disney World could not be the fantasy destination for millions of tourists every year. In his new book, *Lessons from the Mouse*, Dennis Snow shares his experiences as a former Disney cast

member, trainer, and manager. Along the way, he provides readers with wonderful advice that can be applied to any business or organization. Snow develops each chapter of his book to serve perfectly as a step-by-step guide to improving customer service. Each lesson presented by the author begins with a memorable heading, my favorite being Lesson #3 "What Time is the Three O'Clock Parade? is Not a Stupid Question." (Read the lesson and you will learn that the questioner really wants to know when a parade will reach his particular vantage point.) Snow then dives right into specific examples from personal employment experiences at Disney World. In one chapter, the introductory story may be the way in which Snow delicately shared the bad news that Space Mountain was closed for repairs while another lesson may begin with the reminder he received from a guest to smile when doing his job. Snow also makes a point to take the lesson of each chapter and extend it beyond its Walt Disney World roots.

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