



# **The Wisdom of Walt: Leadership Lessons from the Happiest Place on Earth (Disneyland): Success Strategies for Everyone (from Walt Disney and Disneyland)**

*Jeffrey Barnes*

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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) Jeffrey Barnes**  
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!

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