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The Disney University is certainly a lot more than Mickey Mouse and Donald Duck. Excerpt from "DISNEY U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees" by Doug Lipp (McGraw-Hill, 2013).

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Disney U examines how Walt Disney's timeless company values and leadership expertise have turned into a training and development dynasty: the Disney U. The book reveals the heart of the Disney Culture and describes the company's values and operational philosophies that support the world-famous Disney brand.

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Disney U: How Disney University Develops the World's Most Engaged, Loyal and Customer-Centric Employees 3 Tips on Managing Your Time Effectively 4 Recognize and Prevent Employee Burnout Cutting Down on Employee Absenteeism 5 'New Manager Myths' Revealed: Six Common Misconceptions 6 Employee Termination 7 Identifying and Planning Change Management

Book Review: Disney U 01

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In Disney U, Doug Lipp articulates the method behind the magic and offers a clear view of how any organization can create a culture where its guests will always want to return.

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Simple, understandable and widely applicable, Disney U captures the essence of what perpetuates Disney's success and can certainly add to yours."

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Disney University (DU) is the global training program for employees of the parks and experiences divisions at The Walt Disney Company also known as Cast Members. Disney Cast Members receive a range of opportunities including Disney heritage and traditions, personal and professional development, and on the job training.

Disney University 101 - What It Is and Why You'll Love It

Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees - Ebook written by Doug

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behind the scenes book for anyone who wants to know how it works or who might be looking to get a job at Disney.

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Disney University is an actual university - Disney University is located on Disney property, behind Magic Kingdom, and is utilized for welcoming and training new cast members coming into the Disney Ohana. There are many classes that are taught for incoming cast members going into the variety of roles offered by Walt Disney World, including food

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