



The Disney Difference: The Complete Guide to Adding Disney-like Magic to Your Corporation or Organization

Wayne Olson

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Transform Your Business

The Disney Difference is must-reading for fans of Disney or for anyone who wants to apply the lessons and magic of Walt Disney to their organization. If you serve customers, charitable donors, or guests, this book will show you how you can give your best and give everyone a more magical experience.

“*The Disney Difference* is packed with enjoyable history about Walt Disney and his ‘world.’ But more than a fun Disney archive, Wayne Olson’s book emphasizes the importance of customer relations through the Disney lens. That’s why I recommend it. Dazzling customers with remarkable service. Yes!” — Dan T. Cathy, Chairman and CEO Chick-fil-A

“I’ve read lots of books about Disney, and this one is a gem. Read this for new insights and useful ideas.” — Mark Sanborn, *The Fred Factor*

“This is a wonderful book. It’s not only a tribute to Walt Disney and the philosophy that helped make Disneyland the showcase for an entire industry, but it details that philosophy beautifully and outlines how it can be applied to every business endeavor, large or small. Whatever Walt did he did from his heart. To see the things he believed in being interpreted and incorporated in so many areas of business would make him very proud. It is a must-read!” — Rolly Crump, Disney Imagineer



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