

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

A very special mouse escapes from a lab to find his missing family in this charming story of survival, determination, and the power of friendship. What makes Isaiah so unique? First, his fur is as blue as the sky -- which until recently was something he'd never seen, but had read all about. That's right: Isaiah can read and write. He can also talk to humans . . . if any of them are willing to listen! After a dramatic escape from a mysterious laboratory, Isaiah is separated from his "mischief" (which is the word for a mouse family) and has to survive in the dangerous outdoors, and hopefully find his missing family. But in a world of cruel cats, hungry owls, and terrified people, it's hard for a young, lone mouse to make it alone. When he meets an equally unusual and lonely human girl named Hailey, the two soon learn that true friendship can transcend all barriers.

A large family of mice lives in an old shoe which leaks when it rains and wobbles when the wind blows . . .so the mice work out a wonderful way to rebuild their home.

Mouse struggles to find the right way to express his anger, modeling the behavior of Hare, Bear, Hedgehog, and Bobcat, only to discover that his own way may be the best way of all.

A mouse trapped inside a book makes a boat out of paper and goes sailing.

Taming the Mouse

Library Mouse

How's the Culture in Your Kingdom?

Swk

Creating Magic

Unleashing Excellence

“ It ’ s not the magic that makes it work; it ’ s the way we work that makes it magic. ”  
The secret for creating “ magic ” in our careers, our organizations, and our lives is simple: outstanding leadership—the kind that inspires employees, delights customers, and achieves extraordinary business results. No one knows more about this kind of leadership than Lee Cockerell, the man who ran Walt Disney World® Resort operations for over a decade. And in *Creating Magic*, he shares the leadership principles that not only guided his own journey from a poor farm boy in Oklahoma to the head of operations for a multibillion dollar enterprise, but that also soon came to form the cultural bedrock of the world ’ s number one vacation destination. But as Lee demonstrates, great leadership isn ’ t about mastering impossibly complex management theories. We can all become outstanding leaders by following the ten practical, common sense strategies outlined in this remarkable book. As straightforward as they are profound, these leadership lessons include: Everyone is important. Make your people your brand. Burn the free fuel: appreciation, recognition, and encouragement. Give people a purpose, not just a job. Combining surprising business wisdom with insightful and entertaining stories from Lee ’ s four decades on the front lines of some of the world ’ s best-run companies, *Creating Magic* shows all of us — from small business owners to managers at every level — how to become better leaders by infusing quality, character, courage, enthusiasm, and integrity into our workplace and into our lives.

THE #1 INTERNATIONAL BESTSELLER WITH OVER 28 MILLION COPIES IN PRINT! A timeless business classic, *Who Moved My Cheese?* uses a simple parable to reveal profound truths about dealing with change so that you can enjoy less stress and more success in your work and in your life. It would be all so easy if you had a map to the Maze. If the same old routines worked. If they'd just stop moving "The Cheese." But things keep changing... Most people are fearful of change, both personal and professional, because they don't have any control over how or when it happens to them. Since change happens either to the individual or by the individual, Dr. Spencer Johnson, the coauthor of the multimillion bestseller *The One Minute Manager*, uses a deceptively simple story to show that when it comes to living in a rapidly changing world, what matters most is your attitude. Exploring a simple way to take the fear and anxiety out of managing the future, *Who Moved My Cheese?* can help you discover how to anticipate, acknowledge, and accept change in order to have a positive impact on your job, your relationships, and every aspect of your life.

Reproduction of the original: *Aesop's Fables* by Aesop

Tells a story about the strange relationship of two migrant workers who are able to realize their dreams of an easy life until one of them succumbs to his weakness for soft, helpless creatures and strangles a farmer's wife.

Mouse Paint

Mouse Music

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

Mouse Count

Of Mice and Men

The Kitten Who Thought He Was a Mouse

**"... a critical account of how the Disney Co. has used--and also abused--its governmental immunities from the beginning of Disney World to the present ..."--Jacket.**

**Three mice make a variety of things out of different shapes as they hide from a scary cat.**

**WHEN A MOUSE family finds a helpless, homeless, newborn kitten, they decide to adopt him, name him Mickey, and raise him as one of their own . . . never telling him that he's actually a cat!**

**Three white mice discover jars of red, blue, and yellow paint and explore the world of color.**

**Married to the Mouse**

**Over Coffee with the Mouse**

**Word of Mouse**

**Lessons from the Mouse House!**

***The Complete Guide to Ultimate Customer Service***

As a hungry snake gathers mice to eat, counting off as he deposits them in a jar, the clever mice count down as they outwit the snake and escape.

In this imaginative adventure from Newbery Medal-winning author Beverly Cleary, a young mouse named Ralph is thrown into a world of

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excitement when a boy and his shiny toy motorcycle check in to the Mountain View Inn. When the ever-curious Ralph spots Keith's red toy motorcycle, he vows to ride it. So when Keith leaves the bike unattended in his room one day, Ralph makes his move. But with all this freedom (and speed!) come a lot of obstacles. Whether dodging a rowdy terrier or keeping his nosy cousins away from his new wheels, Ralph has a lot going on! And with a pal like Keith always looking out for him, there's nothing this little mouse can't handle. This timeless classic now features a foreword written by New York Times bestselling author Kate DiCamillo, as well as an exclusive interview with Beverly Cleary herself. *The Mouse and the Motorcycle* is perfect for independent reading or for shared reading at home or in a classroom. This fun story is the first of a trilogy, along with *Runaway Ralph* and *Ralph S. Mouse*, all inspired by the author's hope to create appealing books for boys and girls—and by the sight of her son playing with toy cars.

Early in his career, Mark Rucker's father suggested a life practice: create a file of things that are important to you and add to that file as you learn. So, Mark created a "Leadership" file. Whenever he learned a valuable lesson in leadership, he added it to the file. He did this throughout his entire thirty-two-year career with Disney and beyond. Many of these lessons came in the form of advice, which he would request from friends and colleagues over coffee, helping him solve his greatest leadership challenges at work as well as the day-to-day personal challenges of life and marriage. *Over Coffee with the Mouse* is the culmination of an entire lifetime of leadership advice from a grateful man who rose to global leadership within the Disney organization. Whether you're an executive struggling with hard choices or an aspiring leader looking to hone your skills and avoid mistakes, you won't want to miss this book.

**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!**  
Lessons from the Mouse

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Walt Disney World and Orlando  
If You Take a Mouse to the Movies  
Who Moved My Cheese?  
A House for a Mouse  
A Fable Cut in Wood

An inspiring story that shows we all have a lion inside of us! "That day they BOTH learned that, no matter your size, We all have a mouse AND a lion inside." A mouse feels small and insecure and determines that what he needs to do is learn how to roar like a lion. He knows he has to act brave when he approaches a lion to learn how. In a hilarious turn of events, the lion is afraid of mice! The mouse comforts the lion, they become friends, and we learn that there's a lion and a mouse inside all of us. The inspiring text by Rachel Bright and the fun, bold illustrations by Jim Field teach young readers an important lesson. Regardless of how big or mighty we are, we can all live our dreams and do what we want to do. Fans of Aesop's "The Lion and the Mouse" will enjoy *The Lion Inside!*

There is a perfect time for everything, we just need to wait and be patient. Susan Whittemore grew up in the beautiful Adirondack Mountains in upstate New York. She is a proud mother and grandmother, finding the greatest joy in spending time, interacting and watching her children's children happily exploring the wonders of life. After retiring from corporate America, the timing was right to put down on paper what had always been in her heart. We all have lessons to learn, and we as adults have the responsibility to teach these lessons with kindness, love and patience. It is then we will see the reflection of this in our children.

### 10 Lessons That Will Turn Your Business into a Success

Everyone loves Willy the wind-up mouse, while Alexander the real mouse is chased away with brooms and mousetraps. Wouldn't it be wonderful to be loved and cuddled, thinks Alexander, and he wishes he could be a wind-up mouse too. In this gentle fable about a real mouse and a mechanical mouse, Leo Lionni explores the magic of friendship. Originally published in 1969, the Caldecott Honor-winning *Alexander and the Wind-up Mouse* is sure to enchant a whole new generation of readers.

*The Lion Inside*

How a Small Hong Kong Theme Park Came to Dominate Disney

Seven Blind Mice

Mouse was Mad

If You Take a Mouse to School

The Mouse and the Moose

*Marble, an adventurous yung mouse who lives in King Solomon's palace, meets a*

*white hawk called Wisdom, who helps him learn about friendship, work, pride, honesty, and other topics.*

*A delightful rhyming story with fun illustrations and a great positive message! A great read out loud picture book to help teach your kids about kindness. A book they'll love reading, and you'll love reading with them! "One thundery night I was cosy and warm, under the covers and safe from the storm. I was lying awake counting sheep in my head, when I heard something moving under my bed. Suddenly I was trembling with fear. Could there be a monster about to appear? Then I heard it again, that scuttling sound. It was so scary it made my heart pound!" A delightful story with bright, fun illustrations and a great positive message! "A House for a Mouse" is a bright, fun way for younger children to learn about friendship, kindness and generosity. When a young boy hears a noise under his bed, he fears there may be a monster about to appear. But it isn't a monster, it is a little mouse looking for somewhere warm and dry to spend the night. Combining wonderfully vibrant illustrations with the power of rhythm and rhyme, "A House for a Mouse" is a perfect bedtime story and a must read for kids starting their reading journey. "RED BEETLE BOOKS" Following in the great tradition of moral tales, Red Beetle Books are designed to teach important life lessons in a fun and entertaining way. Exploring subjects like sharing, kindness, friendship, understanding differences, facing challenges and adapting to change, Red Beetle Books will help your child develop their emotional intelligence, while fostering a life long love of books and reading. This book is suitable for children from 3-8 years. If you're looking for fun books with a great message, (that your kids will actually want to read) check out the whole series. Look for these other RED BEETLE titles now...*

*"Horses For Courses" -on adapting to change, and developing resilience. "Shog's Best Friends"-on friendship and diversity. "The Cribbledy Crank" (or how to train an angry bug)- on mindfulness and anger management. "Where's My Bear?"- on sharing and generosity of spirit. "Frogs In Space"- on finding good where ever you are, developing a positive, resilient mindset. \*\*\*Visit our website, like us on Facebook and Instagram, join our mailing list, follow us on twitter and be the first to know when new titles are released.*

*This book is a lesson about how we should always strive to help others through life. After revealing a mistake that caused the whole class to get another homework assignment, Blabber Mouse's friends throw him a party and present him with a diary in the hopes that he will have another outlet for his stories and secrets.*

*A Mouse in Solomon's House*

*Mouse Shapes*

*If You Give a Mouse a Cookie*

*Meme the Mouse Learns Patience*

*The Mouse with the Question Mark Tail*

*A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life*

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*As it changes from mouse, to cat, to dog, to tiger, a hermit's pet also becomes increasingly vain.*

*A step-by-step guide to designing and implementing an amazing customer service culture In today's competitive business environment, keeping customers happy is the key to long-term success. But some businesses provide much better customer service than others. It's not always clear what works and what doesn't, and implementing new customer service practices midstream can be a difficult, chaotic task. Business leaders who want to transform their business culture into one of customer service excellence need reliable, proven guidance. Unleashing Excellence gives you practical tools and step-by-step guidance tailored to your company's individual customer service needs. It shows you how to navigate your teams through every step of the implementation process to achieve true customer service excellence. The book covers the training and education of your group, how to measure the quality of your service, how to build a culture of personal accountability, and how to recognize excellence and reward it. Fully revised to include updated information on the latest tools and best practices, as well as the stories and lessons learned from those organizations that have used the process described in the book. Offers proven best practices for designing and implementing an excellent customer service culture Simple format divides content into nine "leadership actions" that guide you through a step-by-step process Shows you how to build a common customer service vision for your entire organization Customer service is vital to the survival of your business. If you want to move your organization's customer service practices from good to great, Unleashing Excellence is the key.*

*The Caldecott Honor book and modern classic now in boardbook format. Finally! Nearly twenty years ago, Ed Young translated the ancient parable of the seven blind men and the elephant into a modern children's classic, one as simple as it is profound. A lesson in colors, numbers, the days of the week and most important, knowledge, this beautifully illustrated book has stood the test of time and continues to entertain and teach. Now in board book format, even the youngest children can experience the beauty and wisdom.*

*The Wisdom of Walt*

*10 Common Sense Leadership Strategies from a Life at Disney*

*Lessons from a Disney Leadership Journey*

*Once a Mouse...*

*Ralph S. Mouse*

*A Child's Book of Wisdom*

*Mouse goes to school in this picture book in the beloved #1 New York Times bestselling If You Give... series! If you take a mouse to school, he'll ask you for your lunch box. When you give him your lunch box, he'll want a sandwich to go in it. Then he'll need a notebook and some pencils. He'll probably want to share your backpack, too. The famous mouse from If You Take a Mouse to the Movies and If You Give a Mouse a Cookie is back for his first day of school. Only Laura Numeroff and Felicia Bond could make school this much fun! A*

*perfect addition to the classic and beloved series—be sure to collect them all!*

*"If you give a mouse a cookie, he's going to ask for a glass of milk. When you give him the milk, he'll probably ask you for a straw. . . ". So begins this delightful story about an energetic mouse and an accommodating little boy. Full-color illustrations.*

*Sam, the shy mouse that lives in the library and likes to write books, collaborates with a boy in the library's Authors and Illustrators Club. Anatole is a most honorable mouse. When he realizes that humans are upset by mice sampling their leftovers, he is shocked! He must provide for his beloved family--but he is determined to find a way to earn his supper. And so he heads for the tasting room at the Duvall Cheese Factory. On each cheese, he leaves a small note--"good," "not so good," "needs orange peel"--and signs his name. When workers at the Duvall factory find his notes in the morning, they are perplexed--but they realize that this mysterious Anatole has an exceptional palate and take his advice. Soon Duvall is making the best cheese in all of Paris! They would like to give Anatole a reward--if only they could find him...*

*The Mouse and the Motorcycle*

*Blabber Mouse*

*The Mice Who Lived in a Shoe*

*Alexander and the Wind-Up Mouse*

*Oscar the Mouse in...*

*Life and Leadership Wisdom from 32 Years at Disney and Beyond*

Set off on an amazing quest with this lovable orphaned mouse. The tiniest mouse in the Royal Mews is such a mystery he doesn't even know his own name! He scampers off on an epic adventure in and around Buckingham Palace with a plan to seek the advice of Queen Victoria. The exhilarating journey takes him to strange and wonderful places, but will it help him discover who he is and where he came from? This delightful follow-up to the acclaimed *Secrets at Sea* from Newbery Medal winner Richard Peck is full of laughs, surprises and excitement. "This clever yarn should delight fans of animal adventure stories." —Booklist, starred review "Readers will gleefully suspend disbelief as they trace Mouse Minor's exciting journey." —Publishers Weekly, starred review

Mouse is back for the holidays! A first sequel to *If You Give a Mouse a Cookie*, starring Mouse! The famous little mouse from the children's classic *If You Give a Mouse a Cookie* is back in another irresistible tale full of holiday antics. This time, if you take him to the movies, he'll ask you for some popcorn. If you give him the popcorn, he'll want to string it all together. Then he'll want to hang it on a Christmas tree. In the fourth in this mega-selling series, Felicia Bond and Laura Numeroff have created another high-energy story featuring the adorable and demanding mouse that has delighted

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millions of readers. Ages 10+

In *Employee Engagement: Lessons from the Mouse House!* Blank includes real-life stories, provides examples, and illustrates how the famous resort keeps over 50,000 cast members dedicated to their work. Readers will find many valuable tips, tricks, and techniques scattered throughout the following chapters:

- Engage Them with Employee Development
- Engage Them via Team Building
- Engage Them through Motivation
- Engage Them by Enhancing YOUR Leadership Skills
- Engage Them by Amplifying YOUR Recognition Methods
- Engage Them by Partnering and Building Relationships

The author hopes supervisors, managers, and business owners will use this comprehensive guide to create a thriving environment within their own organizations. In the end, it's all about applying just the right amount of Disney magic!

A former Disney executive shares stories and leadership lessons from his twenty-six-year career at the company: “Engaging [and] effective.” —Lloyd J. Austin III, from the Foreword

Dan Cockerell started his Disney journey as a parking attendant. Over the next twenty-six years—and nineteen different jobs—he became the Vice President of the biggest theme park in the world, The Magic Kingdom Park. During the course of his Disney career, Dan learned many life and leadership lessons and shares those learnings in *How's the Culture in Your Kingdom*. Within its pages, Dan explains how to lead oneself and one's team and organization by using relevant stories and practical examples from his Disney leadership journey. *How's the Culture in Your Kingdom* helps prepare leaders to lead their team by teaching them how to:

- Surround themselves with the right people
- Build trusting relationships
- Set clear expectations
- Provide regular feedback, positive and critical

*Employee Engagement*

Anatole

*Aesop's Fables*

*An A-Mazing Way to Deal with Change in Your Work and in Your Life*

*Leadership Lessons from the Happiest Place on Earth*

*The Boat*

Leadership lessons from the iconic brand you can use to drive Disney-style success

In helping Walt Disney create “The Happiest Place on Earth,” Van France and his team started a business revolution in 1955 that eventually became the Disney University—the employee training and development program that powers one of the most famous brands on earth. *Disney U* examines how Van France'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. Doug Lipp is an internationally acclaimed expert on customer service, leadership, change management and global competitiveness, specializing in the lessons he learned at the Disney U.

Presents the further adventures of a motorcycle-riding mouse who goes to school and becomes the instigator of an investigation of rodents and the peacemaker for two lonely boys.

Outlines ten practical principles for increasing the effectiveness of any business organization, based on the author's years at Disney World.