



Making people happy - Disney's mission and how it is enacted by its employees (German Edition)

Jens Romeiser

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Diplomarbeit aus dem Jahr 2004 im Fachbereich BWL - Personal und Organisation, Note: 1,3, Hochschule RheinMain, Veranstaltung: Organisation und Personalwesen, 41 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Introduction

The Walt Disney Company has always been a leader in the field of customer service. They have perfected the treatment of their customers in accordance with the company's mission and values, many of which were coined by the founder of the company, Walter Elias Disney. The Disney Company sets standards not just in the service and entertainment industry but in business as a whole and any company can learn from their performance.

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