

A musical staff with three lines is positioned at the top of the page. Above the staff, there are several colorful splatters in red, purple, and green, resembling fireworks or paint splatters. The word 'THE' is written in a smaller, black, serif font above the word 'Disney'. The word 'Way' is written in a large, black, serif font below 'Disney'.

THE
Disney
Way

**HARNESSING THE
MANAGEMENT SECRETS
OF DISNEY IN
YOUR COMPANY**

Bill Capodagli & Lynn Jackson

Foreword by Fred Wiersema

coauthor, *The Discipline of Market Leaders*

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