

---

# Walt Disney Company Case Analysis

---

The Mouse that Roared

Strategic Management

A case study of management and leadership and their effects on organizational success at the Walt Disney Company

The Walt Disney Company

The Leadership Lifecycle

Business Model Pioneers

Managing innovations and creativity - How Disney keeps ideas coming

Disney Magic

Facing the Wild

Walt Disney Co.'s Sleeping Beauty Bonds, Duration Analysis

The Walt Disney Company

Reflexion des 4P-Modells und Case Study zur Distributionspolitik der Walt Disney Company

Damodaran on Valuation

The Imagineering Way

The Walt Disney Company

The Walt Disney Company

Managing Innovations and Creativity - How Disney Keeps Ideas Coming

The Walt Disney Company

It's a Small World

The Disney Way

The Disney Way

Gedenkfeier beim Geburtshaus des  
schweizerischen Raiffeisenpioniers Pfarrer J.E.  
Traber, 1854-1930, vom 22. März 1947 in  
Homburg (Thurgau).

Walt Disney Co

A True Mickey Mouse Operation

The Business Model of the Walt Disney Company

The Walt Disney Company

The Disney Way, Revised Edition

A corporate and strategic analysis of the Walt  
Disney Company

The Disney Way: Harnessing the Management  
Secrets of Disney in Your Company, Third Edition  
Case Studies for Corporate Finance

The Disney Way

Cross-cultural Management

The Mouse that Roared

Building a Company

Strategic marketing analysis of Walt Disney's

Parks and Resorts

Reawakening the Magic

Vinyl Leaves

STRATEGIC MANAGEMENT OF RAPID CORPORATE  
GROWTH

Strategic Marketing Analysis of Walt Disney's  
Parks and Resorts

The Entertainment King. A Case Study of Walt  
Disney Co.

Walt Disney Company Case Analysis Downloaded from [hlconnect.hlu.edu.vn](http://hlconnect.hlu.edu.vn) by guest

---

## NEVEAH CLARA

---

### **The Mouse that Roared** GRIN Verlag

Transcultural management ;  
Management styles ;  
Intercultural communication.

### **Strategic Management** Digital Press

"I dream, I test my dreams against my beliefs, I dare to take risks, and I execute my vision to make those dreams come true." - Walt Disney. Walt Disney's dreams, beliefs, and daring gave birth to captivating characters, thrilling theme park attractions, and breathtaking tales that have inspired the imaginations of generations of children and adults. Disney also

launched an entertainment and marketing empire whose influence is felt around the world, and whose success provides a model of business excellence that can guide any company. Each principle is then examined in detail by illustrating the principle at work at Disney as well as at other successful companies. Capodaglio and Jackson have spent their careers studying Disney and teaching this unique management method to others. As consultants to companies ranging from Illinois Power to Bristol-Myers Squibb and Whirlpool, they have used the Disney principles again and again, and have seen them yield startling

performance improvements. They have distilled this wisdom in THE DISNEY WAY. In this book, you'll learn how to: Give every member of your organization the chance to dream, and tap into the creativity those dreams embody; Treat your customers like guests; Build long-term relationships with key suppliers and partners; Dare to take calculated risks in order to bring innovative ideas to fruition; Align long-term vision with short-term execution. And more. No fairy dust. No magic wands. No wishing on a star. Just sound, effective management principles that stem from Walt Disney's values, vision, and philosophy. Lists of questions to ask and actions to take, along

with real-life examples, will help you adapt the Disney Way to suit your company's needs. From the hiring and training of employees to the realization of a creative concept to exceptional customer service, every aspect of the Walt Disney Company is linked to Walt Disney's vision. A case study of management and leadership and their effects on organizational success at the Walt Disney Company McGraw Hill Professional This book presents a model of the leadership process that identifies which factors create an effective leader at different points in the organisation's lifecycle and which forces act as moderators to that effectiveness. The

dimension of how the dynamics of leadership play out over time is what distinguishes this work from previous books on leadership.

**The Walt Disney Company** McGraw Hill Professional Case Study from the year 2014 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,3, University of the Americas Puebla, language: English, abstract: The following paper is an analysis about Walt Disney. It is an investigation about the business model of the Walt Disney company and its objective is to turn out the characteristics in terms of values and strategies, which made the company to that what it is today- one of the most successful

companies and well-known brands in the world. In the first part of the paper we want to examine why Disney has been successful for so long and explain thereby what its core competences and competitive advantages are. In the second section we will have a look on what Michael Eisner did to rejuvenate Disney and what he did to increase the income in his first for years. Finally, in the last part we will evaluate Disney's policy of acquisitions, define the value they are adding to their different divisions and conclude with the explanation about how that translates into financial performance. The Leadership Lifecycle Springer Perhaps no brand is more deeply

embedded in American culture than that of The Walt Disney Company. So, it was especially shocking when the company decided to use the H-1B visa system to replace hundreds of American IT workers with less costly, foreign professionals. Adding to the insult, Disney conditioned the American workers' severance pay on their willingness to train their foreign replacements. How would Disney navigate the backlash from government officials, media and the general public?

### Business Model

Pioneers Routledge  
Combining quality and user-friendliness with rigor and relevance, Frank T. Rothaermel synthesizes theory, empirical research, and

practical applications in a breakthrough new text designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. This new textbook, written with a single, strong voice, weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage.

OneBook...OneVoice...

OneVision

*Managing innovations and creativity - How Disney keeps ideas coming* Routledge  
Disney's Imagineers - world-renowned for their incomparable

creativity and their ability to turn fanciful ideas into reality - reveal the secrets to creating a working environment that fosters explosive creativity. Unrestrained by traditional thought processes and expectations of failure, the Imagineers are constantly thinking outside the box to create new, exciting solutions to age-old problems. Now, with concrete examples to help readers adapt their newfound ingenuity to their home or working life, this easy-to-follow guide will bring confidence and inspiration to all. *Disney Magic* Springer Seminar paper from the year 2017 in the subject Business economics - Business Management, Corporate Governance,

grade: 1,5, Cologne Business School Köln, language: English, abstract: The Walt Disney Company is one of the biggest entertainment and media conglomerates around the world. The primary driver of the company's business success is the wide range of entertainment experiences that Disney delivers through its five major business segments. Multiple channels like television, music, film, parks or toy stores are important parts of the merchandising and distribution activities that bring value to the company as a component of the total revenue machinery. Disney's growth strategy follows international expansion activities including investments in new

business, companies or business and product lines. The paper begins with an overview about the Walt Disney Company and its principal financial and management information. Afterwards there will be a brief outline about Disney's business segments, target groups and markets that the company is currently operating in. Particularly interesting is the huge network of cross-branding partners that allows Disney to communicate its content marketing messages directly to the target groups. Subsequently there are detailed information about the current market share in Disney's different business segments compared to its competitors in the

respective industry. The paper also reveals a study that ranked Disney according to its popularity and reputation around the world. Then there are some information about the founder of Disney and how he established the company from a startup to a recognized global company. In the main part there will be a description and explanation of the company's revenue model and afterwards a SWOT analysis that exhibits in detail which strengths, possibilities, weaknesses and threats the company is facing right now. Finally the paper reveals some solutions on how Disney could approach its weaknesses and th  
*Facing the Wild*  
 Sellbetter Tools



“Dream, Believe, Dare, Do . . .” Though four simple words, this carefully crafted credo lies at the heart of Walt Disney’s enviable empire and has led The Walt Disney Company to prosperity for decades. As foremost experts on Disney, authors Bill Capodagli and Lynn Jackson return with an updated and expanded third edition of *The Disney Way* to show how organizations can incorporate this four-pillared credo to support any business, drive any team, and guide any leader to create immeasurable success. Profiling a new set of diverse organizations—such as TYRA Beauty, Rainbow Babies & Children’s Hospital, Ottawa County, Michigan, and Science Center of

Iowa—the authors show how companies of any size, whether an entrepreneurial startup or a Fortune 500, can reach their utmost potential by embracing Walt Disney’s techniques to create a consumer-centric culture. They provide step-by-step actions on how to:

- Give every member of your organization a chance to dream
- Stand firm on your beliefs and principles
- Treat your customers like guests
- Support, enable, and reward employees
- Build long-term relationships
- Dare to take calculated risks
- Train extensively and constantly
- Align long-term vision with short-term execution
- Utilize storyboarding techniques
- Pay close attention to details
- Demonstrate “love” for

product, employees, customers, and self. Find out why Walt Disney's Dream, Believe, Dare, Do principles continue to redefine the nature of business and revolutionize the art of management, while learning how to implement them in your own organization. Walt Disney Co.'s Sleeping Beauty Bonds, Duration Analysis GRIN Verlag Business model innovations are conceived and implemented by a special type of entrepreneur: business model pioneers. This book presents 14 compelling case studies of business model pioneers and their companies, who have successfully introduced new business ideas to the

market. The examples range from industries such as retail, media and entertainment to services and industrial projects. For each example, the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models. Moreover, current market developments are highlighted and linked to the evolution of the business models. Lastly, the authors present the profile of a typical business model pioneer.

**The Walt Disney Company** Rowman & Littlefield Publishers This expanded and revised edition explores and updates the cultural politics of the Walt Disney Company and how its

ever-expanding list of products, services, and media function as teaching machines that shape children's culture into a largely commercial endeavor. The Disney conglomerate remains an important case study for understanding both the widening influence of free-market fundamentalism in the new millennium and the ways in which messages of powerful corporations have been appropriated and increasingly resisted in global contexts. New in this edition is a discussion of Disney's shift in its marketing strategies towards targeting tweens and teens, as Disney promises to provide (via participation in consumer culture) the tools through which

young people construct and support their identities, values, and knowledge of the world. The updated chapters from the highly acclaimed first edition are complimented with two new chapters, 'Globalizing the Disney Empire' and 'Disney, Militarization, and the National Security State After 9/11,' which extend the analysis of Disney's effects on young people to a consideration of the political and economic dimensions of Disney as a U.S.-based megacorporation, linking the importance of critical reception on an individual scale to a broader conception of democratic global community.

**Reflexion des 4P-  
Modells und Case  
Study zur**

## **Distributionspolitik der Walt Disney**

**Company** McGraw-Hill  
Education

Case Studies for  
Corporate Finance:  
From A (Anheuser) to Z  
(Zygs) (In 2 Volumes)  
provides a distinctive  
collection of 51 real  
business cases dealing  
with corporate finance  
issues over the period  
of 1985–2014. Written  
by Harold Bierman Jr,  
world-renowned author  
in the field of corporate  
finance, the book  
spans over different  
areas of finance which  
range from capital  
structures to leveraged  
buy-outs to  
restructuring. While  
the primary focus of  
the case studies is the  
economy of the United  
States, other parts of  
the world are also  
represented. Notable  
to this comprehensive  
case studies book are

questions to which  
unique solutions are  
offered in Volume 2, all  
of which aim to provide  
the reader with  
simulated experience  
of real business  
situations involving  
corporate financial  
decision-making. Case  
studies covered include  
that of Time Warner  
(1989–1991), The Walt  
Disney Company  
(1995), Exxon-Mobil  
(1998), Mitsubishi's  
Zero Coupon  
Convertible Bond  
(2000), and Apple  
(2014). Request  
Inspection Copy  
[Damodaran on  
Valuation](#) Rowman &  
Littlefield Publishers  
Seminar paper from  
the year 2013 in the  
subject Business  
economics - Offline  
Marketing and Online  
Marketing, grade: 1,0,  
San Diego State  
University (College of

Business Administration), language: English, abstract: The Walt Disney Company is one of the biggest media and entertainment corporations worldwide. It was founded by Walt Disney in October 1923 starting with the production of a series of Alice Comedies. The first Mickey Mouse cartoon was then released in 1928 (The Walt Disney Company, 2013a). Today the company operates in five business segments: media networks, studio entertainment, consumer products, interactive media and parks and resorts (The Walt Disney Company, 2013b): the Media Networks comprise broadcast, cable, radio, publishing and digital

businesses across two divisions – the Disney/ABC Television Group and ESPN Inc. Disney Studios include Walt Disney Animation Studios and Pixar Animation Studios, DisneyNature, Marvel Studios, Lucasfilm and Touchstone Pictures. They also own two music labels and theatrical groups producing Broadway shows like ‘The Lion King’ or ‘Disney on Ice’. Disney Consumer Products is the world largest licensor and delivers toys, apparel and books. They operate 350 Disney retail stores worldwide. The business segment Interactive Media creates entertainment for digital media platforms like games. Finally, the segment parks and resorts comprises five vacation

destinations with 11 theme parks and 44 resorts in North America, Europe and Asia, with a sixth destination currently under construction in Shanghai. They also have four Disney Cruise Line ships; 12 Disney Vacation Clubs approaching a total of 200,000 member families; and Adventures by Disney, which provides guided family vacation experiences to global destinations. In 2013, Disney earned revenues of \$45,041 million which represents an increase of 7% compared to 2012. The net income gained 8% to \$6,136 million and the earnings per share for the year 2013 increased 8% to \$3.38 (The Walt Disney Company, 2013c, p.1).

Its profits amount to \$5.6 billion and the market cap is \$103.96 billion which makes the company very valuable. At the moment Disney has approximately 166,000 employees around the world (Forbes, 2013). The parks and resorts segment was one of the main growth drivers in 2013: they contributed more than 31% (\$14.1 billion) to the overall company revenues and 21% to the segment operating income. (...) Therefore, the parks and resorts play a very important role in the company's brand portfolio. The paper will therefore focus on this business segment.

*The Imagineering Way*  
GRIN Verlag  
This expanded and revised edition explores and updates

the cultural politics of the Walt Disney Company and how its ever-expanding list of products, services, and media function as teaching machines that shape children's culture into a largely commercial endeavor. The Disney conglomerate remains an important case study for understanding both the widening influence of free-market fundamentalism in the new millennium and the ways in which messages of powerful corporations have been appropriated and increasingly resisted in global contexts. New in this edition is a discussion of Disney's shift in its marketing strategies towards targeting tweens and teens, as Disney promises to provide

(via participation in consumer culture) the tools through which young people construct and support their identities, values, and knowledge of the world. The updated chapters from the highly acclaimed first edition are complimented with two new chapters, 'Globalizing the Disney Empire' and 'Disney, Militarization, and the National Security State After 9/11,' which extend the analysis of Disney's effects on young people to a consideration of the political and economic dimensions of Disney as a U.S.-based megacorporation, linking the importance of critical reception on an individual scale to a broader conception of democratic global community.

## The Walt Disney

**Company** John Wiley & Sons

Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, San Diego State University (College of Business Administration),

language: English, abstract: The Walt Disney Company is one of the biggest media and entertainment corporations worldwide. It was founded by Walt Disney in October 1923 starting with the production of a series of Alice Comedies. The first Mickey Mouse cartoon was then released in 1928 (The Walt Disney Company, 2013a). Today the

company operates in five business segments: media networks, studio entertainment, consumer products, interactive media and parks and resorts (The Walt Disney Company, 2013b): the Media Networks comprise broadcast, cable, radio, publishing and digital businesses across two divisions - the Disney/ABC Television Group and ESPN Inc. Disney Studios include Walt Disney Animation Studios and Pixar Animation Studios, Disneynature, Marvel Studios, Lucasfilm and Touchstone Pictures. They also own two music labels and theatrical groups producing Broadway shows like 'The Lion King' or 'Disney on Ice'. Disney Consumer Products is the world



largest licensor and delivers toys, apparel and books. They operate 350 Disney retail stores worldwide. The business segment Interactive Media creates entertainment for digital media platforms like games. Finally, the segment parks and resorts comprises five vacation destinations with 11 theme parks and 44 resorts in North America, Europe and Asia, with a sixth destination currently under construction in Shanghai. They also have four Disney Cruise Line ships; 12 Disney Vacation Clubs approaching a total of 200,000 member families; and Adventures by Disney, which provides guided family vacation experiences to global destinations. In 2013,

Disney earned revenues of \$45,041 million which represents an increase of 7% compared to 2012. The net income gained 8% to \$6,136 million and the earnings per share for t  
*The Walt Disney Company World Scientific Publishing Company*  
The global recession that began in 2008 affected the global theme park industry, and with it the theme park empire of The Walt Disney Company. This case examines the trends assessment and decision making required of Jay Rasulo, chair of Walt Disney Parks and Resorts, in response to these economic challenges. Managing Innovations and Creativity - How Disney Keeps Ideas Coming GRIN Verlag

In September 2005, the Walt Disney Company announced the opening of its third theme park outside of the United States, and the second in Asia. Hong Kong Disneyland would become one of the most ambitious, expensive, and difficult ventures in the company's history, and if the company's experience in Europe were any guide it would have just one chance to get it right. Unlike the Disney experience in Tokyo, a theme park in Hong Kong would prove culturally challenging for a number of reasons, including language, food, souvenirs, entertainment, environmental concerns, contract relationships, local employees, cultural

sensitivities, and the Chinese central government. Public Affairs VP Irene Chan is faced with enormous challenges as the company prepares for the parks opening day. *The Walt Disney Company* McGraw-Hill Europe Seminar paper from the year 2005 in the subject Business economics - Personnel and Organisation, grade: A- (1,7), University of Auckland (Faculty of Computing), course: Seminar am Unitec Institute of Technology Auckland New Zealand, 26 entries in the bibliography, language: English, abstract: The movie industry is one of the industries with the highest demands on innovation and creativity. Hence, creativity and

innovation are vital for long term business success. Innovate or die, as Gary Hamel (2000) says. The case study 'How Disney Keeps Ideas Coming' describes how Disney - one of the most successful American movie companies - achieves a high amount of creativity and innovation. The following case report discusses Disney's approaches for achieving creativity and innovation. During the following case study report, I will first start with definitions of innovation and creativity. After that, I will compare Disney's approaches with the identified approaches in the literature concerning creativity and innovation in organisations. At the end of the report, I will

give a conclusion and summarise the main findings. I will not include a separate chapter about how I would encourage creativity in my organisation. This would depend mainly on the employees, the industry, the organisation, the company size and the business model of my organisation. Nevertheless, I will analyse and assess suitable methods for encouraging creativity and innovation in the text.

### **It's a Small World**

GRIN Verlag

Seminar paper from the year 2005 in the subject Leadership and Human Resources - Miscellaneous, grade: A- (1,7), University of Auckland (Faculty of Computing), course: Seminar am Unitec

Institute of Technology Auckland New Zealand, language: English, abstract: The movie industry is one of the industries with the highest demands on innovation and creativity. Hence, creativity and innovation are vital for long term business success. Innovate or die, as Gary Hamel (2000) says. The case study 'How Disney Keeps Ideas Coming' describes how Disney - one of the most successful American movie companies - achieves a high amount of creativity and innovation. The following case report discusses Disney's approaches for achieving creativity and innovation. During the following case study report, I will first start with definitions of

innovation and creativity. After that, I will compare Disney's approaches with the identified approaches in the literature concerning creativity and innovation in organisations. At the end of the report, I will give a conclusion and summarise the main findings. I will not include a separate chapter about how I would encourage creativity in my organisation. This would depend mainly on the employees, the industry, the organisation, the company size and the business model of my organisation. Nevertheless, I will analyse and assess suitable methods for encouraging creativity and innovation in the text.

The Disney Way

Studienarbeit aus dem Jahr 2021 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1, Fachhochschule des bfi Wien GmbH, Sprache: Deutsch, Abstract: Diese Hausarbeit untersucht, inwiefern die erlernten Grundlagen des Marketings im Bezug zur heutigen digitalen Welt noch praktikabel sind oder einen Zweck erfüllen und reflektiert diese durch eigenständige Überlegungen anhand eines aktuellen Beispiels. Dabei bezieht sich die Arbeit auch auf das von Jerome McCarthy vorgeschlagene 4P-

Modell. Der Begriff des Marketings ändert sich stetig und kann nicht einheitlich definiert werden. Der Begriffsdefinition Marketing liegt der englische Ausdruck „market“ zugrunde und bedeutet übersetzt „Markt“, wobei der Grundgedanke des Marketings die konsequente Ausrichtung eines Unternehmens mit all seinen betrieblichen Funktionen auf die Bedürfnisse des Marktes meint. Marketing wird heute als umfassende Unternehmensphilosophie und Konzeption des Planens und Handelns verstanden und setzt seinen Fokus auf die Bedürfnisse des Kunden.