

Case Studies Walt Disney World

This book provides a collection of ten cases for use in the middle grades that focus on many of the critical social issues we face today.

From an Idea to Disney is a behind-the-movie-screen look into the history, business, and brand of the world's largest entertainment empire. With humorous black & white illustrations throughout, learn about the company behind the world's favorite mouse, Mickey! "I only hope that we never lose sight of one thing--that it was all started by a mouse." --Walt Disney Today, the Walt Disney Company is the biggest entertainment company in the world with theme parks, TV shows, movie studios, merchandise, the most recognizable cartoon character in the world, Mickey Mouse. But a long time ago, brothers Walt and Roy Disney started out with just an idea. Find out more about Disney's history, the business, and the brand in this illustrated nonfiction book! Find out what Walt first intended to name his famous mouse. (Hint: It wasn't Mickey!) Discover behind-the-scenes magic of how Walt Disney World is run. Explore the ways the Disney expanded its brand from a little mouse into media, merchandise, and more!

How can owners and managers ensure that their considerable capital investments will return a competitive return on their investments? How can users and owners be sure they enjoy the promises of tantalizing marketing and real estate claims? *Managing Sustainable Resorts Profitably* combines business management principles with environmental and social concerns to offer development solutions to these questions. By taking an holistic and contemporary approach to the problem of developing sustainable tourism operations, this book provides a comprehensive assessment of the strategies that need to be considered by various governments, developers and, in particular, the customer-investor. The major features of resort development covered by this book include: • Environmental scanning of principal external and internal influential factors • The curse and blessings of seasonality • Competition for people's recreation and retirement dollars • Guest activity programming • Environmental issues • Cruise ships as mobile resorts • Staffing issues in isolated areas • Financial challenges for owners and operators alike • Risk Management • Mutually beneficial options for various stakeholders Based on an analysis of global resort opportunities and trends, the book focuses on those generic features that differentiate regional resort management from urban-centric management needs and priorities. Using comparative case studies the author emphasizes best case/benchmark examples of a range of resorts – large and small, urban and rural - to illustrate what can be achieved.

THE trusted source of information for a successful Walt Disney World vacation Compiled and written by a team of experienced researchers whose work has been cited by such diverse sources as USA Today and Operations Research Forum, *The Unofficial Guide to Walt Disney World* digs deeper and offers more than any other guide. *The Unofficial Guide to Walt Disney World 2019* explains how Walt Disney World works and how to use that knowledge to make every minute and every dollar of your vacation count. With advice that is direct, prescriptive, and detailed, it takes the guesswork out of travel by unambiguously rating and ranking everything from hotels, restaurants, and attractions to rental car companies. With an Unofficial Guide in hand, and authors Bob Sehlinger and Len Testa as guides, find out what's available in every category, from best to worst, and use step-by-step detailed plans to help make the most of your time at Walt Disney World.

A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's *Project Management Case Studies* features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam *Project Management Case Studies, Fourth Edition* is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, *Project Management: A Systems Approach to Planning, Scheduling, and Controlling*. (PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.)

A look at leaders throughout the Walt Disney Company and what lessons you can apply to your efforts to lead others. The three-volume set LNCS 10918, 10919, and 10290 constitutes the proceedings of the 7th International Conference on Design, User Experience, and Usability, DUXU 2018, held as part of the 20th International Conference on Human-Computer Interaction, HCII 2018, in Las Vegas, NV, USA in July 2018. The total of 1171 papers presented at the HCII 2018 conferences were carefully reviewed and selected from 4346 submissions. The papers cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of applications areas. The total of 165 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three-volume set. The 60 papers included in this volume are organized in topical sections on emotion, motivation, and persuasion design, DUXU and children, DUXU in automotive and transport, and DUXU in culture and art.

Sustainable Tourism comprehensively examines the theoretical and applied dimensions of contemporary sustainable tourism from a global perspective. Using international case studies and examples, it provides cutting edge coverage of the latest developments in the area, both theoretically and practically. It takes the reader through all aspects of sustainable tourism from the emergence of the paradigm to

sustainability issues in all types of tourism and all components of the industry. Divided into 11 chapters it covers* ?Alternative tourism? (AT), or small-scale tourism and its associated pros and cons * Sustainable tourism within the conventional ?mass? tourism sector: the ?green consumer?, transportation, accommodation, attractions and tour operator considering issues and developments in quality control * Destination sustainability: issues of community empowerment and ideal sustainability models * Conclusions for the future of sustainable tourism The wide variety of international case studies used include: backpacking in Australia and Spain, Volunteer tourism in the US, Six Continents and Marriott hotels, Disney World, the Grand Prix, the Grand Canyon, mountain gorilla parks in Uganda and many more. Specifically written for courses in the specific topic area of sustainable tourism, this textbook considers the needs of both students and lecturers as follows: * Ideal for a semester course (or a 42-hour course) * Global perspective throughout the chapters and in the breadth of illustrative boxed case studies; * Chapters exceptionally well-integrated through frequent cross-references * End-of-chapter questions that prompt deeper integrative thinking on the part of the reader. * Online resources for the lecturer, including PowerPoint presentations and multiple choice exercises

This book focuses on a range of topics in design, such as universal design, design for all, digital inclusion, universal usability, and accessibility of technologies independently of people's age, economic situation, education, geographic location, culture and language. It especially focuses on accessibility for people with auditory, cognitive, neurological, and visual impairments, ageing populations, and mobility for physical special needs. The book explores some of the overlaps between inclusive design and web accessibility to help managers, designers, developers, policy makers, and researchers optimize their efforts in these overlapping areas. Based on the AHFE 2016 International Conference on Design for Inclusion, held on July 27-31, 2016, in Walt Disney World®, Florida, USA, this book discusses new design technologies, highlighting various requirements of individuals within a community. Thanks to its multidisciplinary approach, the book represents a useful resource for readers with different kinds of backgrounds and provides them with a timely, practice-oriented guide to design for inclusion.

La 4e de couv. indique: "Case Studies for Corporate Finance: From A (Anheuser) to Z (Zypps) (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)."

Discover the strategies, tools, and tips to help your organization grow leaders at every level. Plus, hone your own skills as leadership development coach and facilitator. Based on the seven leadership challenges facing companies today, this title is packed with useful assessment exercises, tools, case studies, and strategies for success.

Experiential marketing has become an indispensable tool for all types of businesses across multiple sectors. This book provides an all-encompassing, practical, and conceptual map of contemporary experiential case studies, which together offer insights into this exciting approach to customer experience. Experiential Marketing incorporates 36 international case studies from 12 key sectors, from technology, consumer goods, and B2B to luxury, events, and tourism sectors. With a selection of case studies from leading brands, such as Coca-Cola, Nutella, Chanel, NASA, The New York Times, Pfizer, and Amtrak, the reader will learn and practice the experiential marketing tools and strategies through these examples. Expert testimonials, practical applied exercises, and the author's online videos provide both theoretical foundations and concrete application. This is a must-read for advanced undergraduate and postgraduate Marketing and Customer Experience students and an excellent teaching resource. It should also be of great use to practitioners – particularly those studying for professional qualifications – who are interested in learning experiential marketing strategies and developing knowledge about the way big brands in different sectors are designing the customer experience online and offline. Online material includes lecture slides, a test bank of questions, an instructor's manual, and explanatory videos.

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Albrecht, a noted management consultant, speaker, and author, draws on his experiences working with organizations around the world to define what organizational intelligence is and how it can be developed. Taking a critical look at organizations that have and have not achieved organizational intelligence, including Disney, Apple, Ford, and NASA, he defines seven components of organizational intelligence and uses them to analyze situations and identify the kinds of conditions necessary to nurture organizational intelligence. He also identifies 17 dysfunctional syndromes that keep companies from mobilizing their collective brain power. Annotation copyrighted by Book News, Inc., Portland, OR

Since the 1930s, the Walt Disney Company has produced characters, images, and stories that have captivated audiences around the world. How can we understand the appeal of Disney products? What is it about the Disney phenomenon that attracts so many children, as well as adults? In this updated second edition, with new examples provided throughout, Janet Wasko examines the processes by which the Disney company – one of the largest media and entertainment corporations in the world – continues to manufacture the fantasies that enthrall millions. She analyses the historical expansion of the Disney empire into the twenty-first century, examines the content of Disney's classic and more recent films, cartoons and TV programs and discusses how they are produced, considering how some of the same techniques have been applied to the Disney theme parks. She also discusses the reception (and sometimes, reinterpretation) of Disney products by different kinds of audiences. By looking at the Disney phenomenon from a variety of perspectives, she provides an updated and comprehensive overview of one of the most significant media and cultural institutions of our time. This important book by a leading scholar of the entertainment industries will be of great interest to students in media and cultural studies, as well as a broader readership of Disney fans. Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, 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.

In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

The writing is academic, but it is not inaccessible. It will have wide disciplinary appeal within academia, as tourism studies cross into a variety of fields including history, American studies, fandom studies, performance studies and cultural studies. It will be invaluable to those working in the field of theme park scholarship and the study of Disney theme parks, theme parks in general and related areas like world's expositions and spaces of the consumer and lifestyle worlds. It will also be of interest to Disney fans, those who have visited any of the parks or are interested to know more about the parks and their cultural situation and context.

This collection offers a multi-faceted exploration of transmediations, the processes of transfer and transformation that occur when communicative acts in one medium are mediated again through another. While previous research has explored these processes from a broader perspective, Salmoose and Elleström argue that a better understanding is needed of the extent to which the outcomes of communicative acts are modified when transferred across multimodal media toward fostering a better understanding of our knowledge of communication more generally. Building on this imperative as a point of departure, the book details a variety of transmediations, viewed through three different lenses. The first part of the volume looks at narrative transmediations, building on existing work done by Marie-Laure Ryan on transmedia storytelling. The second section focuses less on narratological instances and more on the spatial dynamics of transmediation and the role of embodiment in the process. The final third of the book explores the challenges of transmediating scientific data into narrative format in the context of environmental issues. Taken together, these sections highlight a range of case studies of transmediations and in turn, the complexity and variety of the process, informed by the different methodologies of the different disciplines to which these transmediations belong. This innovative volume will be of particular interest to students and scholars in multimodality, communication, intermediality, semiotics, and adaptation studies.

This essential volume brings together the work of internationally-renowned researchers, each experts in their field, in order to capture the diversity of children and young people's media cultures around the world. Why are the media such a crucial part of children's daily lives? Are they becoming more important, more influential, and in what ways? Or does a historical perspective reveal how past media have long framed children's cultural horizons or, perhaps, how families - however constituted - have long shaped the ways children relate to media? In addressing such questions, the contributors present detailed empirical cases to uncover how children weave together diverse forms and technologies to create a rich symbolic tapestry which, in turn, shapes their social relationships. At the same time, many concerns - even public panics - arise regarding children's engagement with media, leading the contributors also to inquire into the risky or problematic aspects of today's highly mediated world. Deliberately selected to represent as many parts of the globe as possible, and with a commitment to recognizing both the similarities and differences in children and young people's lives - from China to Denmark, from Canada to India, from Japan to Iceland, from - the authors offer a rich contextualization of children's engagement with their particular media and communication environment, while also pursuing cross-cutting themes in terms of comparative and global trends. Each chapter provides a clear orientation for new readers to the main debates and core issues addressed, combined with a depth of analysis and argumentation to stimulate the thinking of advanced students and established scholars. Since children and young people are a focus of study across different disciplines, the volume is thoroughly multi-disciplinary. Yet since children and young people are all too easily neglected by these same disciplines, this volume hopes to accord their interests and concerns they surely merit.

Placing theme parks from the United States, Europe and Asia in a comparative, multidisciplinary framework, this fascinating book argues that these fantasy environments are an extreme example of the totalization of public space. By illuminating the relationship between theme parks and public space, this book offers critical insights into the ethos of total landscape. Illuminating the relationship between theme parks and public space, the book offers an insight into the ethos, design and expectations of public space in the twenty-first century.

THE trusted source of information for a successful Walt Disney World vacation Compiled and written by a team of experienced researchers whose work has been cited by such diverse sources as USA Today and Operations Research Forum, The Unofficial Guide to Walt Disney World digs deeper and offers more than any other guide. The Unofficial Guide to Walt Disney World 2018 explains how Walt Disney World works and how to use that knowledge to make every minute and every dollar of your vacation count. With advice that is direct, prescriptive, and detailed, it takes the guesswork out of travel by unambiguously rating and ranking everything from hotels, restaurants, and attractions to rental car companies. With an Unofficial Guide in hand, and authors Bob Sehlinger and Len Testa as guides, find out what's available in every category, from best to worst, and use step-by-step detailed plans to help make the most of your time at Walt Disney World.

A presence for decades in individuals' everyday life practices and identity formation, the Walt Disney Company has more recently also become an influential element within the "big" curriculum of public and private spaces outside of yet in proximity to formal educational institutions. *Disney, Culture, and Curriculum* explores the myriad ways that Disney's curricula and pedagogies manifest in public consciousness, cultural discourses, and the education system. Examining Disney's historical development and contemporary manifestations, this book critiques and deconstructs its products and perspectives while providing insight into Disney's operations within popular culture and everyday life in the United States and beyond. The contributors engage with Disney's curricula and pedagogies in a variety of ways, through critical analysis of Disney films, theme parks, and planned communities, how Disney has been taught and resisted both in and beyond schools, ways in which fans and consumers develop and negotiate their identities with their engagement with Disney, and how race, class, gender, sexuality, and consumerism are constructed through Disney content. Incisive, comprehensive, and highly interdisciplinary, *Disney, Culture, and Curriculum* extends the discussion of popular culture as curriculum and pedagogy into new avenues by focusing on the affective and ontological aspects of identity development as well as the commodification of social and cultural identities, experiences, and subjectivities. *Managing Complexity in Organizations* is a lively new text written by academics from one of the world's leading business schools. Using a series of global case studies from a variety of industries, the authors outline their frameworks for understanding and managing complexity. The book examines the role of complexity theory in organizations and the importance of flexibility in decision-making. *Managing Complexity in Organizations* goes on to discuss how flexibility allows for improved, quicker responses to ongoing change - a necessity in today's unpredictable business environment. The authors present four key drivers of complexity: diversity; interdependence; ambiguity; and fast flux, thereby providing the reader with an effective and thorough understanding of

how businesses can successfully adapt and respond to constant change. Applying complexity theory to business organizations, *Managing Complexity in Organizations: Text and Cases* is an essential companion for MBA, EMBA and executive education programs. CHRISTOPH NEDOPIL is Managing Director of YOUSE, an innovation consultancy in Berlin, Germany, and Consultant for the World Bank ULRICH STEGER is Professor of Environmental Management at IMD, Lausanne, Switzerland WOLFGANG AMANN is the Executive Director of Executive Education and faculty at the Goethe Business School, Frankfurt, Germany. Seminar paper from the year 2002 in the subject Sociology - Media, Art, Music, grade: 1 (A), University of Leeds (Cultural Studies department), course: Media Theory, 30 entries in the bibliography, language: English, comment: extensive literature list, abstract: In many parts of our world today people dream a dream of magic and illusion, prosperity and happiness, which is essentially an American dream, exported by the wizards of branding, by companies like McDonald s, Nike, Coca-Cola and especially The Walt Disney Company (WDC). Known for being the inventor of modern branding and modern synergy, the Disney company has managed to insinuate its characters, stories, and image as good, clean, fun enterprise into the consciousness of millions around the earth . The WDC today boasts revenue of more than \$25 billion from its operations in media networks, consumer products, studio entertainment, Internet, and parks and resorts, and employs 120,000 people worldwide. Furthermore, it can be seen as the single most powerful and influential force in the globalization of Western culture'. Having themed parks in California (Disneyland, Anaheim), Florida (Walt Disney World, Orlando), France (Disneyland and Disney Studios Paris), Japan (Tokyo Disney Resort), China (Hong Kong Disneyland), and as rumours suggest having plans for parks in Shanghai and Delhi, Disney spreads its value-laden environments across the world. Thereby, it is extending and expanding Classic Disney - the Disney universe or Disney vision - into a material and physical existence, as well as providing a strong dose of All-American ideology . Since the theme parks contribute significantly to Disney s overall corporate goals, providing ongoing revenues and promotion for other parts of the corporate empire it is worthwhile to closer examine the parks which are viewed by many observers as showcases for postmodernism and panegyrics to capitalism ."

Christian historian Sidney Mead has observed: "In America space has played the part that time has played in older cultures of the world." In *Shopping Malls and Other Sacred Spaces*, Jon Pahl examines this provocative statement in conversation with what he calls the "spatial character" of American theology. He argues that places are always imaginatively constructed by the human beings who inhabit them. Sometimes this spatial theology works to our benefit; other times it poses spiritual risks. What happens when our banal "clothing of the sacred" violates our genuine need for comfort and intimacy? Or when we remember that the fleeting pleasures of a shopping trip or a Disneyland escape are designed to fill someone else's pocket rather than the spiritual emptiness in our own hearts? Pahl develops several ways to "clothe the divine from within the Christian tradition." He introduces a theology of place that reveals aspects of God's character through biblical metaphors drawn from physical spaces, such as the true vine, the rock, and the living water. Accessible and thought provoking, this enlightening book provides a better grasp of our particularly American way of lending religious significance to spaces of all kinds.

The Oxford Encyclopedia of American Social History is the first reference work to eschew a narrow focus on past presidents, intellectuals, military heroes, and other exhaustively studied and well-remembered persons, and instead examine the history of ordinary Americans. The more than 450 entries in the Encyclopedia examine our shared history "from the bottom up," with entries on the way automobiles shaped American lives, the westward movement of settlers and farmers in the eighteenth and nineteenth centuries, the transformation of work over time, the women's suffrage movement, counterculture, leisure activities, consumption patterns, voting habits, population movements, racial divides, and many more fascinating topics intended to help readers develop a richer framework for understanding the social experience of Americans throughout history.

Walt Disney World is a pilgrimage site filled with utopian elements, craft, and whimsy. It's a pedestrian's world, where the streets are clean, the employees are friendly, and the trains run on time. All of its elements are themed, presented in a consistent architectural, decorative, horticultural, musical, even olfactory tone, with rides, shows, r

In the American world, the presence of African culture is sometimes fully embodied and sometimes leaves only a trace. Africa in the American Imagination: Popular Culture, Racialized Identities, and African Visual Culture explores this presence, examining Mattel's world of Barbie, the 1996 Sports Illustrated swimsuit issue, and Disney World, each of which repackages African visual culture for consumers. Because these cultural icons permeate American life, they represent the broader U.S. culture and its relationship to African culture. This study integrates approaches from art history and visual culture studies with those from culture, race, and popular culture studies to analyze this interchange. Two major threads weave throughout. One analyzes how the presentation of African visual culture in these popular culture forms conceptualizes Africa for the American public. The other investigates the way the uses of African visual culture focuses America's own self-awareness, particularly around black and white racialized identities. In exploring the multiple meanings that "Africa" has in American popular culture, Africa in the American Imagination argues that these cultural products embody multiple perspectives and speak to various sociopolitical contexts: the Cold War, Civil Rights, and contemporary eras of the United States; the apartheid and postapartheid eras of South Africa; the colonial and postcolonial eras of Ghana; and the European era of African colonization.

This book provides readers with a timely snapshot of ergonomics research and methods applied to design, development, prototyping, as well as evaluation, training and manufacturing of products, systems and services. It includes theoretical contributions, case studies, and reports on technical interventions. The book covers a wide range of topics in ergonomic design, such as ecological design, educational and game design, cultural and ethical aspects in design, user research and human-computer-interaction in design, as well as design for accessibility and extreme environments, and many others. The book gives special emphasis to new technologies such as virtual reality, state-of-the-art methodologies in information design, and human-computer interfaces. Based on the AHFE 2016 International Conference on Ergonomics in Design, held on July 27-31, 2016, in Walt Disney World®, Florida, USA, this book represents a timely guide for both researcher and design practitioners, including industrial designers, human-computer interaction and user experience researchers, production engineers and applied psychologists.

Since the 1980s, the theme park industry has developed into a global phenomenon, with everything from large, worldwide theme parks to countless smaller ventures. From the first pleasure gardens to the global theme park companies, this book provides an understanding of the nature and function of theme parks as spaces of entertainment. Illustrated throughout by worldwide case studies, empirical data and practical examples, the book portrays the impacts of theme parks as global competitive actors, agents of global development and cultural symbols, particularly in the context of their role in the developing experience economy. In conclusion, this book is a practical guide to the planning and development of theme parks

Focusing on Disney's production of Shanghai Disneyland, this book examines how the Chinese state and the local market influence Disney's ownership and production of the identities and the representations of Shanghai Disneyland. Qualitative methods are here applied to combine both primary and secondary data, including document analysis, participant observation, and in-depth interviews. Shanghai

Disneyland is purposely created to be different from the other Disneylands, under the “authentically Disney and distinctly Chinese” mandate. In order to survive and thrive in China, Disney carefully constructs Shanghai Disneyland as Disneyland with Chinese characteristics. Previous studies tend to link Disney with cultural imperialism; however, this book argues that it is not imperialism but glocalization that promotes a global company’s interests in China. In particular, the findings suggest state-capital-led glocalization: glocalization led by economic capital of the state (direct investment) and economic capital with the state (market potential). Furthermore, the four categories of glocalization with different conditions, considerations, and consequences illustrate various global–local dynamics in the process of a global formation of locality. The Glocalization of Shanghai Disneyland will appeal to students and scholars of sociology, communication studies, business studies, and Asian studies more broadly.

This book promotes the benefits of the development and application of energy information and control systems. This wave of information technology (IT) and web-based energy information and control systems (web based EIS/ECS) continues to roll on with increasing speed and intensity. This handbook presents recent technological advancements in the field, as well as a compilation of the best information from three previous books in this area. The combined thrust of this information is that the highest level functions of the building and facility automation system are delivered by a web based EIS/ECS system that provides energy management, facility management, overall facility operational management and ties in with the enterprise resource management system for the entire facility or the group of facilities being managed. Actionable tools, processes and metrics for successfully managing innovation projects Conventional project management methods are oftentimes insufficient for managing innovation projects. Innovation is lost under the pre-determined scope and forecasted environments of traditional project management. There is tremendous pressure on organizations to innovate, and the project managers responsible for managing these innovation projects do not have the training or tools to do their jobs effectively. Innovation Project Management provides the tools, insights, and metrics needed to successfully manage innovation projects—helping readers identify problems in their organization, conceive elegant solutions, and, when necessary, promote changes to their organizational culture. There are several kinds of innovation—ranging from incremental changes to existing products to wholly original processes that emerge from market-disrupting new technology—that possess different characteristics and often require different tools. Best-selling author and project management expert Harold Kerzner integrates innovation, project management, and strategic planning to offer students and practicing professionals the essential tools and processes to analyze innovation from all sides. Innovation Project Management deconstructs traditional project management methods and explains why and how innovation projects should be managed differently. This invaluable resource: Provides practical advice and actionable tools for effectively managing innovation projects Offers value-based project management metrics and guidance on how to establish a metrics management program Shares exclusive insights from project managers at world-class organizations such as Airbus, Boeing, Hitachi, IBM, and Siemens on how they manage innovation projects Explores a variety of types of innovation including co-creation, value-driven, agile, open versus closed, and more Instructors have access to PowerPoint lecture slides by chapter through the book’s companion website Innovation Project Management: Methods, Case Studies, and Tools for Managing Innovation Projects is an essential text for professional project managers, corporate managers, innovation team members, as well as students in project management, innovation and entrepreneurship programs.

THE #1 PROJECT MANAGEMENT CASE STUDIES BOOK NOW FEATURING NEW CASES FROM DISNEY, THE OLYMPICS, AIRBUS, BOEING, AND MORE After on-the-job experience, case studies are the most important part of every project manager's training. This Fifth Edition of Project Management Case Studies features more than one hundred case studies that detail projects at high-profile companies around the world. These cases offer you a unique opportunity to experience, first-hand, project management in action within a variety of contexts and up against some of the most challenging conditions any project manager will likely face. New to this edition are case studies focusing on agile and scrum methodologies. Contains 100-plus case studies from companies that illustrate both successful and not-so-successful project management Represents an array of industries, including medical and pharmaceutical, aerospace, entertainment, sports, manufacturing, finance, telecommunications, and more Features 18 new case studies, including high-profile cases from Disney, the Olympics, Boeing 787 Dreamliner, and Airbus 380 Follows and supports preparation for the Project Management Professional (PMP)® Certification Exam Experienced PMs, project managers in training, and students alike will find this book to be an indispensable resource whether used as a standalone or combined with the bestselling Project Management: A Systems Approach to Planning, Scheduling, and Controlling, 12th Edition. PMI, CAPM, PMBOK, PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.

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