



# Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground

*Bill Capodagli, Lynn Jackson*

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“Details how this playful organization provides a working environment that encourages imagination, inventiveness, and joyful collaboration. If you dream of creating a more positive climate in your company, this book might just make your dreams come true.”

**Ken Blanchard, coauthor of *The One Minute Manager®* and *Helping People Win at Work***

**Unleash Pixar-style creativity in any organization!**

Authors of the business classic *The Disney Way*, Bill Capodagli and Lynn Jackson take a behind-the-scenes look at the company built upon the “magic” of Disney.

Readers of this concise and accessible book will learn how to apply Pixar’s secrets of success, which include the company’s ability to turn visions into clear directives and its remarkable focus on detail, which translates into products of the utmost quality. Other lessons include how to hire creative people and always challenging the status quo.



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