

For Immediate Release

## **New Book Highlights Disneyland's Lessons at 60<sup>th</sup> Anniversary**

*A college level course on Disneyland! Yes, it's real and now that course has inspired an imaginative and innovative new book, "The Wisdom of Walt: Leadership Lessons from the Happiest Place on Earth." For author Jeffrey A. Barnes, Disneyland is more than a theme park. It's a model for success that can inspire us all.*

Riverside, CA June 2, 2015—When Dr. Jeffrey A. Barnes decided to propose teaching a course on the History of Disneyland at California Baptist University, he feared his colleagues would laugh at him. But he persevered and the students raved. What made the course so attractive? The stories Jeff told about Walt Disney and Disneyland have lessons that can change our lives today.

Now Jeff has transformed his lessons and stories into the exciting and insightful new book "The Wisdom of Walt: Leadership Lessons from the Happiest Place on Earth."

Perfectly timed to coincide with Disneyland's 60<sup>th</sup> anniversary, "The Wisdom of Walt" has already received advanced praise from Disney experts and leadership authors. The book includes a foreword by Garner Holt and Bill Butler of Garner Holt Productions, the world's largest maker of audio-animatronics and a contributor to Disney parks around the world. Disney expert Sam Gennaway, author of "The Disneyland Story: The Unofficial Guide," proclaims, "Jeff Barnes is the perfect expert to take readers inside the park and inspire them to live their dreams." Mike Staver, author of "Leadership Isn't for Cowards" states, "'The Wisdom of Walt' offers an enlightening and original point of view on Walt Disney, Disneyland, and personal success. A valuable read for everyone, executives and students alike." And Stephen Guise, author of "Mini-Habits" raves, "The Wisdom of Walt made me the happiest reader on Earth."

In the book, Jeff reveals how what began as one man's dream on a park bench one Saturday afternoon is now a symbol of success and an example of entrepreneurial leadership around the world. As Disneyland celebrates its sixtieth anniversary this year, it's time we learn from the legacy Walt Disney left us—not just loveable characters and amazing theme park attractions, but the process for transforming our dreams into concrete reality so we can become the leaders of our own lives.

Jeff takes his readers through a series of lessons from Walt and Disneyland, ranging from pursuing our passion to building and supporting a team. He teaches us the fine line between educating and entertaining others so they buy into supporting our dreams. He shares how Walt Disney turned failures into future successes, and what Walt's secret was that he called "the 4 Cs." Each chapter is like a storytelling ride of twists, turns, drops, summits, and surprise endings, including insightful questions to move us toward action into making our dreams a reality so every day is as magical as a day at Disneyland.

The success you crave awaits you in the pages of "The Wisdom of Walt." Reading this book will be a true "E-Ticket" experience to the success ride of your life! Get your copy now.

### **About the Author**

Jeffrey A. Barnes is an author, professional speaker, higher education administrator, university professor, and leadership/success specialist. He has taught more than twenty different college courses in both the traditional classroom and online—including The History of Disneyland at California Baptist University. Jeff lives in Riverside, California with his family. When he is not teaching or writing, he enjoys spending as much time as possible at "The Happiest Place on Earth."

“The Wisdom of Walt: Leadership Lessons from the Happiest Place on Earth” (ISBN: 9781943164165, Aviva Publishing, 2015) can be purchased through local and online bookstores. For more information, visit [www.TheWisdomofWalt.com](http://www.TheWisdomofWalt.com). Publicity contact: [jeff@thewisdomofwalt.com](mailto:jeff@thewisdomofwalt.com). Review copies available upon request.  
###