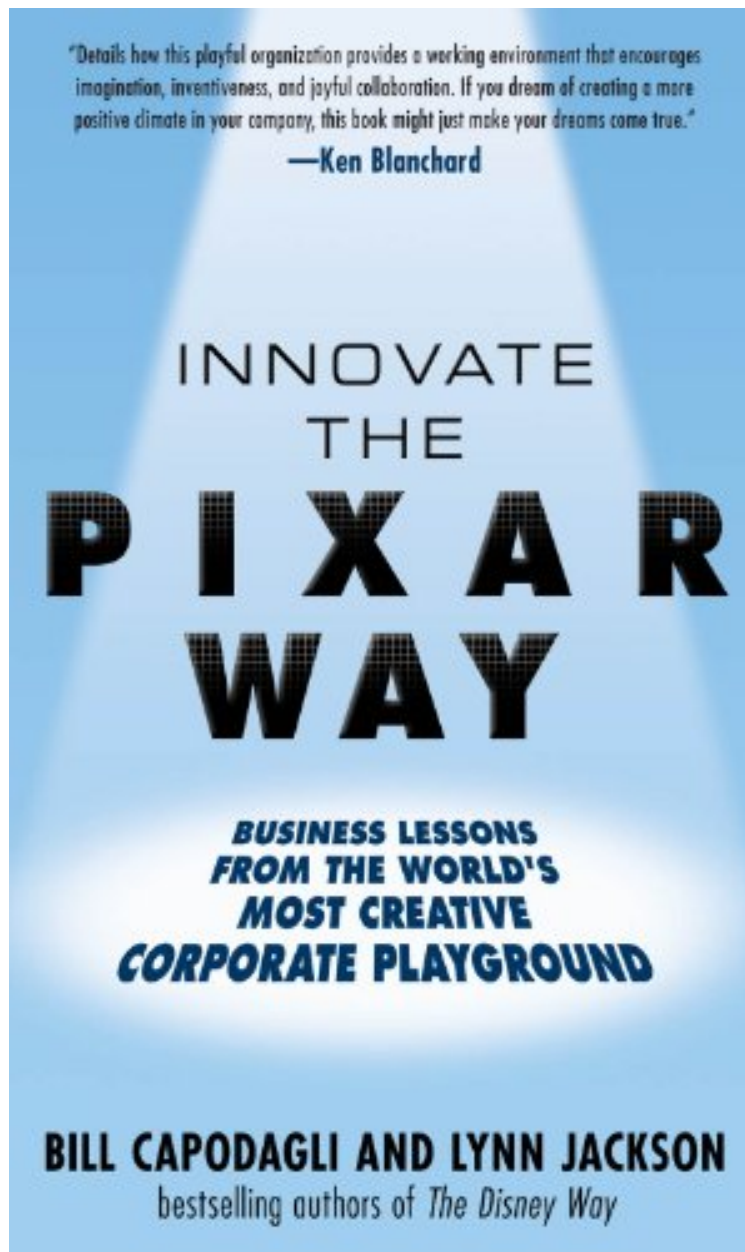


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## Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground

Bill Capodagli, Lynn Jackson

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Bill Capodagli, Lynn Jackson : Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground before purchasing it in order to gage whether or not it would be worth my time, and

all praised *Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground*:

1 of 1 people found the following review helpful. A must read for anyone who wants to innovate.  
By TheRightReview  
In this incredibly interesting book, Capodagli and Jackson provide the reader with an insider's perspective on how the magic that occurs behind Pixar's doors occurs. Pixar Studios have gifted the world with unforgettable animated creations that are cross-generational, such as Toy Story, the Incredibles, Wall-E and UP, making notably acclaimed content that became what sets the new standards for commercial and critical achievements. At Pixar, the magic happens not only because of the content creators that span from animators, directors, and techies but especially because of the environment that facilitates the collaboration between artists and "geeks", who work side by side with trust and respect. The book reveals how Pixar has rediscovered the innovative spirit that originally characterized Walt Disney in his earlier creations. The authors explore how Ed Catmull and John Lasseter built such a massive organization on the philosophical foundation that quality is the best way to do business out there. To people at Pixar, what matters is not the time you take to serve a client with the final product, but rather the fact that you only have one chance to deliver something that is going to leave a mark because it's an enchanting experience for the customer. In order to describe how Pixar functions today, the authors trace the company's history back in time all the way to 1979, when Pixar was originally established as "Graphics Group" and it was part of the Computer Division of Lucasfilm, only to be later acquired by Steve Jobs in 1986. Disney, on the other hand, bought Pixar in 2006 but the co-founders and the rest of the employees have maintained the belief that in order to create a great product, you need to dream like a child. The book is a great reference point for anyone that works in a creative environment and wants to learn how to apply the same teachings that Pixar functions on to his or her own work and team. This is an essential read for anyone who wants to innovate in an effective and creative way. Some of the pillars on which the core belief is based are: Dream like a child. Believe in your playmates. Dare to jump in the water and make waves. Do unleash your childlike potential.  
1 of 1 people found the following review helpful. Understanding Pixar  
By tomT  
This book gave me much more information about the innovative things Pixar is doing in the area of life-long learning. I plan to use some of the ideas with the middle school students I work with.. They need to know this.  
.0 of 0 people found the following review helpful. A few good nuggets of ideas to improve business workplaces.  
By Madam M  
This book was a little disappointing. It definitely has some nice kernels of information in it about Pixar and is well organized to show how a business could benefit from being more like Pixar. It is a quick read as I finished it on one leg of a flight from Cleveland to Charlotte (which is about a 1h20 min flight). The tone was just a little flat to me.

ldquo;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.rdquo; 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 ldquo;magicrdquo; of Disney. Readers of this concise and accessible book will learn how to apply Pixarrsquo;s secrets of success, which include the companyrsquo;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.

About the Author  
Bill Capodagli coauthored *The Disney Way* and cofounded Capodagli Jackson Consulting in 1993. Lynn Jackson helps Fortune 500 and entrepreneurial companies reshape their cultures and principles using the methods outlined in *The Disney Way*, which she coauthored.