

# Case Studies Walt Disney World

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## Case Studies Walt Disney World

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In Disney's case, a lot of their competitors for their vacation spots are the same as their competitors for their theatrical productions: Universal Studios has theme parks and, like Disney, is a global organization with operations in the United States, Japan, Singapore, Dubai, and Korea; Paramount Parks is a more local example with many parks situated throughout the United States and one in Canada; and Disney's most adverse competitor, and the leader in numbers in the industry of theme ...

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Walt Disney, the man behind making it all happen, took a more objective approach when visualizing his often sensationalized theme park "factories": "Think of the process as a railroad engine.

## **Disney: A Case Study in Customer Experience Perfection**

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United States District Court, E.D. Pennsylvania. October 2, 1986. \*787 Martin J. Silverstein, Philadelphia, Pa., for plaintiff. James J. Donohue, Philadelphia, Pa., for defendant. HUYETT, District Judge. In this diversity action, plaintiffs seek to recover for injuries allegedly sustained in a motor vehicle incident which occurred on June 2, 1984 at the Walt Disney World Complex in Bay Lake, Florida.

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