



The Imagineering Way

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Famed for making dreams come true, the Disney Imagineers are world renowned for their incomparable creativity and their ability to turn fanciful ideas into reality. How do they do this? By approaching all projects, problems, and questions with the knowledge that they will undoubtedly accomplish the task set before them.

The Imagineering Way Details

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From Reader Review The Imagineering Way for online ebook

Richard Gonzalez says

This was a very fun book to read. I love the insight and stories in it.

Lori Grant says

A must-read company profile for knowledge workers, managers, directors, C-levels, and entrepreneurs.

Zoe says

A very helpful engaging book. Tells the techniques used by Disney Imagineers and talks thoroughly about creativity and how to show and share your creativity.

John Graham says

As a fan of the creative process, this book gave me a unique perspective of how to boost my imaginative power. With scenarios and exercises that help to stimulate creativity. I recommend this book to round out your library on creative problem solving.

Shawn says

This is a really interesting book written by Disney's imagineers - the people who dream up Disneyland and Disney World, and all the Magic Kingdom properties and make them happen. It was fairly inspirational at times, and a fairly quick read. It included ideas and inspirational stories from a wide variety of imagineers. I liked the idea from the jacket that they start every project from the perspective of knowing that it can be done, and that they will accomplish it.

Stephen says

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Koppelman says

I LOVE all the imagineering books. If you aim to tap into your creativity for any reason, this books are fantastic. Who is more creative than the team of imagineers at Disney? Fun, fun read.

Stephanie Landregan says

Need an epiphany? This book is full of inspiration, fast read. I enjoyed the quote "Yes, if"

Sam says

Definitely the book to read when you're going through a creative block! And also shows that the best if the best fail but still pick themselves back up and take another route that makes some of the most iconic attractions. Ever!

Joshua says

The Imagineering way is a collection of essays and quotes written and anthologized the the Disney Imagineers - the team of designers, engineers, artists, writers, and more, that create the attractions and Disney's parks and resorts. Given the unique nature of the work, it is important to remember that this book is not like most, in that it is not designed to be read front to back, or back to front, or in any particular order really. The Imagineering Way is designed to read in what ever order, or lack there of, that tickles your fancy at any given moment.

Overall the ingenuity found within it's format and the wisdom of the experts within cause this book to rank as one of the richest and most easily accessible resources to spark and hone creativity both the imaginative/literary sense as well as the practical, problem solving sense that I have yet to encounter.

A. says

A great book to read when looking for some words of encouragement and inspiration. It talks about how many of the Imagineers found inspiration and the process they went through when creating. It also talks about some of the Imagineers experiences. They share a few tips and tricks about the process of creating and encourage people to never give up.

My favorite quote out of this book was: "Never fall in love with your idea because it will change tomorrow. Enjoy the process-- enjoy the change."

Soledad says

Great insight and wisdom to the creative process by those who make the biggest dreams happen! It was an inspiring and entertaining read!

Josh McConnell says

Taken from stories of when the imagineers were designing theme parks, attractions and other Disney related projects, The Imagineering Way is actually a fairly interesting read. It's short and to the point, meaning you can get through it relatively quickly. It's no award winning book, but there's some good tips and information here to help you unleash some inner creativity.

Katie says

When I took a trip to the Disney parks for the spring, I saw this book on the shelf and immediately got it. It really gives you a positive boost to get your creative minds working whether you are young or old. What's also cool is that real Imagineers wrote their own advice. I love Disney.

Cecilia says

I remember that after I finish it I felt really good. There are a bunch of stories anecdotes and stuff, but is Disney people you just have to be inspired by it.
