



## **Cult of the Mouse: Is Runaway Corporate Greed Killing Innovation in America?**

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# Cult of the Mouse: Is Runaway Corporate Greed Killing Innovation in America?

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Meet Disney's most recently inducted, eighth dwarf, GREEDY. In corporate America, innovation is being crippled by a blatant focus on short-term profits-the incessant need to "maximize share-holder equity." Disney, a company known worldwide for its innovation and creativity, has become an example of this insular thinking. In *CULT OF THE MOUSE*, ex-Disneyland director of creative services and successful entrepreneur Henry M. Caroselli uses this once-ingenious company as a framework for a timely, compelling discussion of why America's greatness is in jeopardy and what needs to be fixed to restore our ability to do what we do best, generate paradigm-changing ideas. Drawing upon fascinating historical references not only of Walt Disney, but also of other great innovators, Caroselli provides sage advice for growing a company by giving creativity a boost. Part exposé, part how-to, this intriguing, practical business book shows how bad things can happen to even the greatest of companies-giving businesses large and small a much-needed, swift kick in the pants. A business book supporting innovation and creativity that uses Disney as a cautionary tale. Henry M. Caroselli worked as creative director at Disney for six years. Useful for anyone struggling to make something of consequence in the corporate rat race, starting up a business, or trying to expand their established business; insightful for Disney stockholders and fanatics. Disney continually makes national headlines over movie deals, threats of corporate takeover, and controversial CEOs. Another challenge to corporate America from the publisher of *HOW WAL-MART IS DESTROYING AMERICA (AND THE WORLD)*.

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