



The Southwest Airlines Way

Jody Hoffer Gittell

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"If you look at Southwest Airlines, and I admire what they do, they've been the most successful airline in the industry."

--Gerard Arpey, CEO, American Airlines

"Through extensive research Jody Hoffer Gittel gets to the bottom of what has sustained Southwest Airlines' positive employee relations and high performance through good and bad times."

--Thomas A. Kochan, professor, MIT Sloan School of Management, MIT Global Airline Industry Program

In an industry with losses in the billions, Southwest Airlines has an unbroken string of 31 consecutive years of profitability. *The Southwest Airlines Way* examines how the company uses high-performance relationships to create enormous competitive advantage in motivation, teamwork, and coordination among employees. It then goes further to show how any company can foster these powerful cooperative relationships and explains how to:

- Lead with credibility and caring
- Invest in frontline leaders
- Hire and train for relational competence
- Use conflicts to build relationships
- Make unions its partners, not its adversaries
- Build relationships with its suppliers

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Coleen Faircloth:

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Here thing why this particular The Southwest Airlines Way are different and trustworthy to be yours. First of all reading a book is good nonetheless it depends in the content of it which is the content is as delicious as food or not. The Southwest Airlines Way giving you information deeper and different ways, you can find any book out there but there is no e-book that similar with The Southwest Airlines Way. It gives you thrill examining journey, its open up your own personal eyes about the thing that will happened in the world which is maybe can be happened around you. You can easily bring everywhere like in area, café, or even in your method home by train. In case you are having difficulties in bringing the branded book maybe the form of The Southwest Airlines Way in e-book can be your alternative.

Stuart Perez:

Reading a book tends to be new life style on this era globalization. With studying you can get a lot of information that can give you benefit in your life. Having book everyone in this world may share their idea. Publications can also inspire a lot of people. Many author can inspire their reader with their story or even their experience. Not only the story that share in the guides. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors these days always try to improve their ability in writing, they also doing some analysis before they write with their book. One of them is this The Southwest Airlines Way.

William Glover:

Playing with family in the park, coming to see the water world or hanging out with good friends is thing that usually you could have done when you have spare time, after that why you don't try thing that really opposite from that. A single activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love The Southwest Airlines Way, you may enjoy both. It is great combination right, you still desire to miss it? What kind of hang type is it? Oh occur its mind hangout fellas. What? Still don't buy it, oh come on its named reading friends.

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