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Southwest Airlines (Corporations That Changed the World)

Chris Lauer

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Chris Lauer : Southwest Airlines (Corporations That Changed the World) before purchasing it in order to gage whether or not it would be worth my time, and all praised Southwest Airlines (Corporations That Changed the World):

0 of 0 people found the following review helpful. I had no idea!By Terry EdwardsWow! Who knew Southwest Airlines has been around for so long? And what an interesting history of their innovative thinking in getting off the ground!This book made me want to work at Southwest! But in the meantime, it inspired me to strive to become a

better employee in my current job. My commitment to flying Southwest has strengthened as well. What a great company, brought about by inspired leaders!

Using the words of its own people, this intriguing book provides an in-depth look at the incredibly successful airline that changed the rules of the game with a no-frills business model and innovative corporate culture. Includes interviews with passengers, employees, managers, and a Southwest Airlines executive. Presents photos of people and places at Southwest Airlines