



Nuts!

Kevin Freiberg, Jackie Freiberg

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Twenty-five years ago, Herb Kelleher reinvented air travel when he founded Southwest Airlines, where the planes are painted like killer whales, a typical company maxim is "Hire people with a sense of humor," and in-flight meals are never served--just sixty million bags of peanuts a year. By sidestepping "reengineering," "total quality management," and other management philosophies and employing its own brand of business success, Kelleher's airline has turned a profit for twenty-four consecutive years and seen its stock soar 300 percent since 1990.

Today, Southwest is the safest airline in the world and ranks number one in the industry for service, on-time performance, and lowest employee turnover rate; and Fortune magazine has twice ranked Southwest one of the ten best companies to work for in America. How do they do it?

With unlimited access to the people and inside documents of Southwest Airlines, authors Kevin and Jackie Freiberg share the secrets behind the greatest success story in commercial aviation. Read it and discover how to transfer the Southwest inspiration to your own business and personal life.

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