

The Southwest Airlines Way - Jody Hoffer Gittel

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Drawing on extensive research and interviews with frontline Southwest employees, managers, and senior executivesB-B-The Southwest Airlines Way explains how Southwest's relationship-based performance principles can be adopted by managers in any industry, with dramatic results.Words: airlines in, airlines travel, to airlines, travel and airlinesAuthor: Gittel, Jody Hoffer Publisher: McGraw-Hill Illustration: N Language: ENG Title: The Southwest Airlines Way Pages: 00000 (Encrypted PDF) On Sale: 2003-07-03 SKU-13/ISBN: 9780071396837 Category: Business & Economics : Corporate & Business History - Genera Category: Business & Economics : Industries - Hospitality, Travel & To Category: Business & Economics : Leadership

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