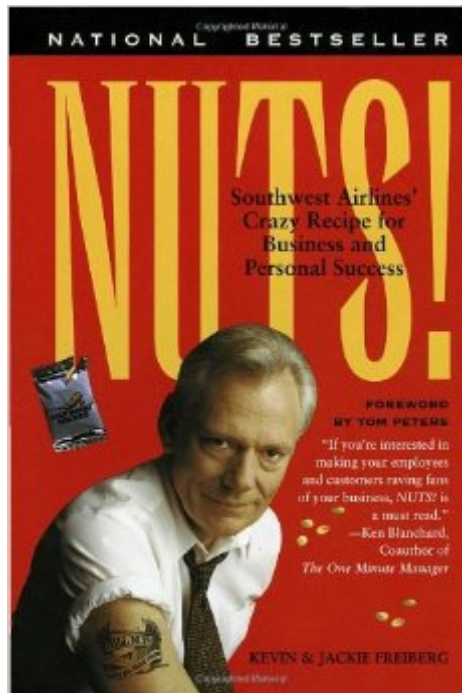


The book was found

# Nuts!: Southwest Airlines' Crazy Recipe For Business And Personal Success



## Synopsis

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.

## Book Information

Paperback: 384 pages

Publisher: Crown Business; Reprint edition (February 17, 1998)

Language: English

ISBN-10: 0767901843

ISBN-13: 978-0767901840

Product Dimensions: 5.5 x 1 x 8.2 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (121 customer reviews)

Best Sellers Rank: #20,000 in Books (See Top 100 in Books) #9 in [Books > Engineering & Transportation > Transportation > Aviation > Commercial](#) #70 in [Books > Business & Money > Biography & History > Company Profiles](#) #254 in [Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship](#)

## Customer Reviews

The authors of "NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success", Kevin and Jackie Freiberg, came up with a captivating and hilarious book that reveal the ingredients that have made Southwest Airlines such a consistent success story. This is an airline that has defied industry norms of either red ink on the bottom line or very low profit margins of 1-4 percent. The airline invented its own business model avoiding the usual management fads such as business

process reengineering, total quality management, change management and balanced business scorecard, among others. The authors vividly describe the epic struggles the airline founders had to go through during the early years in their attempt to be allowed to provide passengers with value for their money, to enable hardworking people who had never flown before to be able to fly, to allow passengers to enjoy flights in the company of a team of happy cabin and cockpit crews who are all keen to delight the customer. Entrepreneurs in any industry struggling to establish their businesses under the weight of ridiculous laws and red tape and big businesses that seek to reap monopoly or oligopoly profits will take comfort from the realization that with persistence, perseverance, determination, self-confidence, hard work and the desire to provide exceptional services to customers using dedicated and motivated workforce, they will always win in the end. The book shows that a business that is innovative, has an intense liking of its people, enjoy delighting its customers, have a clear strategy articulated by visionary leaders is bound to be very successful and prosperous.

[Download to continue reading...](#)

Nuts!: Southwest Airlines' Crazy Recipe for Business and Personal Success How to Grow More Vegetables, Eighth Edition: (and Fruits, Nuts, Berries, Grains, and Other Crops) Than You Ever Thought Possible on Less Land Than You ... (And Fruits, Nuts, Berries, Grains,) Shrubs and Trees of the Southwest Uplands (Popular series - Southwest Parks and Monuments Association ; no. 19) Canoe and Kayak Routes of Northwest Oregon and Southwest Washington, 3rd Edition: Including Southwest Washington Character & Characters: The Spirit of Alaska Airlines BUSINESS: Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) Sometimes I Drive My Mom Crazy, But I Know She's Crazy About Me: A Self-Esteem Book for Overactive and Impulsive Children Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities) Stone Crazy (A Crazy Little Series) Success Principles: Beast Mode Mindset of Success: Learn the top secrets that will rocket you to success in any area rapidly Clinical Practice of Cognitive Therapy with Children and Adolescents: The Nuts and Bolts Clinical Practice of Cognitive Therapy with Children and Adolescents, Second Edition: The Nuts and Bolts The Nuts and Bolts of Nantucket Basket Weaving The Allergy-Free Pantry: Make Your Own Staples, Snacks, and More Without Wheat, Gluten, Dairy, Eggs, Soy or Nuts A Delicious Avocado Cookbook for Health Nuts!: Only the Best Avocado Recipes to Achieve Vibrant Health and Omega Acid Superpowers (The Health Nut Cooking Collection 1) Modern Rustic: Starting an Orchard: A

homesteading guidebook for growing fruit trees, berries, grapes and nuts The Allergy-Free Family Cookbook: 100 delicious recipes free from dairy, eggs, peanuts, tree nuts, soya, gluten, sesame and shellfish The Nuts and Bolts of College Writing (Hackett Student Handbooks) Busting Gun Nuts: 25 stupid gun arguments and how to refute them Recipe Book: The Best Food Recipes That Are Delicious, Healthy, Great For Energy And Easy To Make (Healthy Cooking, Easy and Healthy Recipes, Recipe Cookbooks)

[Dmca](#)