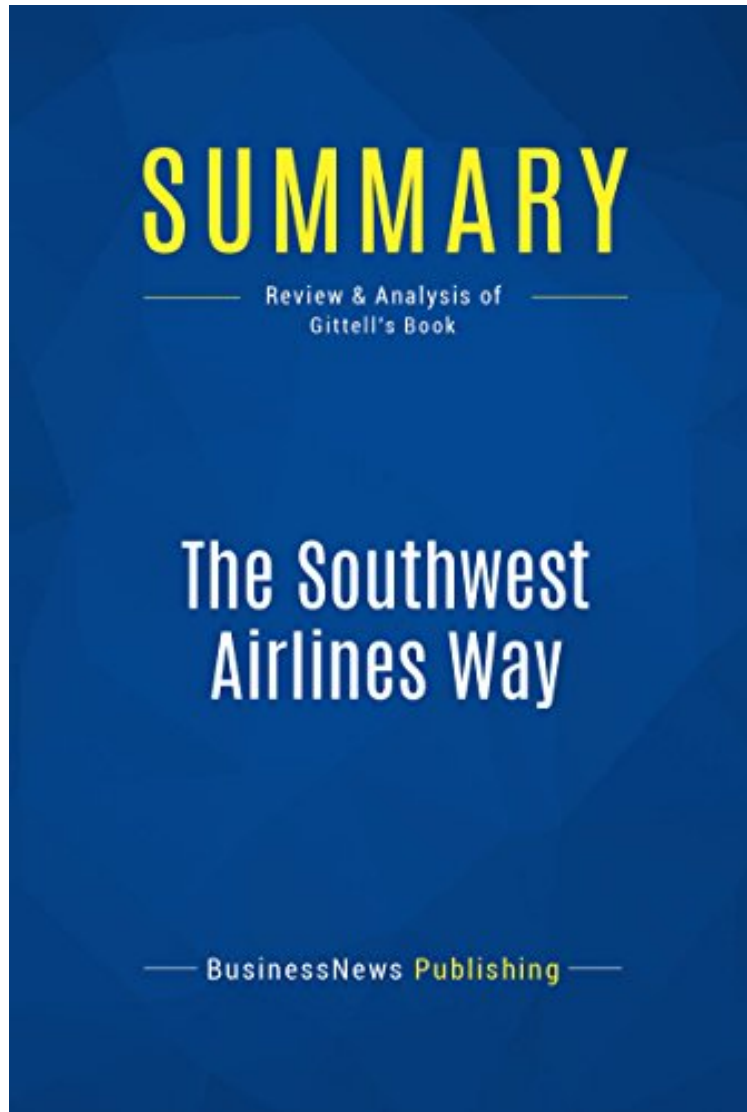


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1 of 1 people found the following review helpful. Straight to the pointBy Casey HendershotGood summary, gets all of the main points and no fluff in between. Organizational relationships and business environment of Southwest is explained thoroughly

The must-read summary of Jody Gittel's book: "The Southwest Airlines Way: Using the Power of Relationships to Achieve High Performance". This complete summary of the ideas from Jody Gittel's book "The Southwest Airlines Way" tells the standout success story of the US airline industry. In her book, the author describes the accomplishments of Southwest Airlines and explains how most attempts to copy Southwest have focused solely on operational issues. However, despite following these same strategies, no other airline has yet been able to successfully clone Southwest's success. This summary provides readers with an insight into the "secret sauce" of Southwest and all of the operational factors that come together to ensure its success. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Southwest Airlines Way" and discover the secrets behind the success of this major airline company.