



Southwest Airlines (Corporations That Changed the World)

By Chris Lauer



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Southwest Airlines (Corporations That Changed the World) By Chris Lauer

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



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Editorial Review

Review

"Lauer, a freelance writer and editor, draws from interviews with leaders, managers, employees, and passengers of Southwest Airlines to provide a discussion of the company from its early days to the present, as well as its unique corporate culture that puts employees first. He also describes the company as a role model for other organizations, its customer service, leadership, people-friendly attitude, and corporate, hiring and training, and employee practices." - **Reference & Research Book News**

About the Author

Chris Lauer is a freelance writer and the editor-in-chief at Lauer Editorial Services (www.laueredit.com), a company he started in 2006.

Users Review

From reader reviews:

Robert Rios:

What do you regarding book? It is not important along? Or just adding material if you want something to explain what your own problem? How about your time? Or are you busy man? If you don't have spare time to perform others business, it is gives you the sense of being bored faster. And you have time? What did you do? All people has many questions above. They should answer that question due to the fact just their can do this. It said that about guide. Book is familiar on every person. Yes, it is correct. Because start from on guardería until university need this particular Southwest Airlines (Corporations That Changed the World) to read.

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