

KEVIN FREIBERG & JACKIE FREIBERG

NUTS!



**Southwest Airlines' Crazy Recipe
for Business and Personal Success**

**'Southwest's whacky style has become a
model for management gurus'**
Financial Times

FOREWORD BY TOM PETERS

Nuts Southwest Airlines Crazy Recipe For Business And Personal Success

Kevin Freiberg, Jackie Freiberg



Nuts Southwest Airlines Crazy Recipe For Business And Personal Success:

Nuts! Kevin Freiberg, Jackie Freiberg, 1998-02-17 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

From Engineer to Manager B. Michael Aucoin, 2002 If you are looking for a lively down to earth experience in the journey to innovative engineering management this is definitely the book for you The author's 20 plus year perspective indicates that while most engineers will spend the majority of their careers as managers most are dissatisfied with the transition Much of this frustration is the result of lack of preparation and training This book gives you a solid grounding in the critical attitudes and principles needed for success

Encyclopedia of leadership George R. Goethals, 2004-03-19 Click Additional Materials for downloadable samples Not just for reference this is an essential learning resource for libraries and the personal collections of modern leaders Narratives examples photographs and illustrations illuminate the ideas and concepts being examined making the set readable attention grabbing and unordinary Readers can explore leadership theories and practices and examine the effects of leadership More volumes are promised in this source that brings interest and excitement to a subject overlooked by the consultants CEOs and coaches whose earlier works captured a small view of leadership subject matter Summing Up Highly recommended for all collections CHOICE Because there really is nothing available like this encyclopedia it is a must buy for academic libraries Extremely well done with good quality print and illustrations this work should become an important resource for active citizens as well as for managers and scholars BOOKLIST starred review Because of its breadth ease of navigation high level of scholarship clear writing and practical format this model encyclopedia should help establish leadership as a normative field of study Highly recommended LIBRARY JOURNAL star review SAGE has again been the first to hit the market with a major reference in a rapidly growing field of the social sciences Virtually every academic and large public library will need the Encyclopedia of Leadership BOOK NEWS The enormous demands on leadership in today's world the rise of militant followings the struggle of long suppressed people to rise to leadership positions the heightened demand for moral principled leadership all these dynamic forces contribute to making this encyclopedia timely and timeless From the Foreword by James MacGregor Burns

Williams College author of *Leadership* and winner of the Pulitzer Prize and National Book Award As the field of leadership studies expands and the list of important authors and concepts grows the time is at hand for a comprehensive encyclopedia of leadership This collection will be welcomed by all who want to understand this important and complex field Howard Gardner John H and Elisabeth A Hobbs Professor of Cognition and Education at the Harvard Graduate School of Education and author of *Good Work When Excellence and Ethics Meet* 2001 and *Leading Minds An Anatomy of Leadership* 1995 In 1975 a wag declared that the concept of leadership should be abandoned It was not of course The 300 contributors to the *Encyclopedia of Leadership* are leaders among the many thousands of scholars responsible for the health and vast breadth of leadership studies They show us that leadership plays an important increasingly integral role today in fields ranging from world politics to community development Bernard M Bass Distinguished Professor Emeritus Center for Leadership Studies School of Management Binghamton University and author of *Transformational Leadership Industrial Military and Educational Impact* 1998 and *Leadership and Performance beyond Expectations* 1985 This new *Encyclopedia* provides leaders with the historical perspective and a vision of the tenuous future so essential if leaders of the future are to redefine leadership on their own terms with their own people Frances Hesselbein Chairman of the Board of Governors Leader to Leader Institute formerly the Drucker Foundation and coeditor of *On Creativity Innovation and Renewal A Leader to Leader Guide* 2002 and *Leading Beyond the Walls* 1999 From the earliest times people have been entranced by stories about leaders about Greek city state rulers Roman consuls Chinese emperors religious potentates military conquerors and politicians Perhaps more importantly leadership is a challenge and an opportunity facing millions of people in their professional and personal lives The *Encyclopedia of Leadership* brings together for the first time everything that is known and truly matters about leadership as part of the human experience Developed by the award winning editorial team at Berkshire Publishing Group the *Encyclopedia* includes hundreds of articles written by 280 leading scholars and experts from 17 countries exploring leadership theories and leadership practice Entries and sidebars show leadership in action in corporations and state houses schools churches small businesses and nonprofit organizations Questions the *Encyclopedia of Leadership* will answer What is a leader What is a great leader How does someone become a leader What are the types of leadership How can leadership theories help us understand contemporary situations How can I be a good and maybe great leader The *Encyclopedia of Leadership* is an unprecedented learning resource Scholars students professionals and active citizens will turn to the *Encyclopedia* for guidance on the theory and practice of leadership for the stories of great leaders and for the tools and knowledge they need to lead in the 21st century Key Features Four volumes 400 substantive articles ranging in length from 1000 6000 words 200 photographs and other illustrations 250 sidebars drawn from public records newspaper accounts memoirs and ethnography Key Themes Biographies Case studies Followers and followership Gender issues Leadership in different disciplines Leadership in different domains Leadership styles Personality characteristics Situational

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Airline Business in the 21st Century Rigas Doganis, 2005-06-28 This book focuses on the major issues that will affect the airline industry in this new millennium It tells of an industry working on low margins and of cut throat competition resulting from open skies Among the issues discussed are the low cost airline the impact of electronic commerce the debate on global airline alliances privatizing state owned airlines the creation of a Trans Atlantic Common Aviation area Most importantly the book carefully analyzes the strategies that are needed for airlines to succeed in the twenty first century This is essential reading for anyone interested in aviation

The Next Crash Amy L. Fraher, 2014-05-09 Amy L. Fraher offers a shocking perspective on the aviation industry by a former United Airlines pilot Amy L. Fraher uncovers the story airline executives and government regulators would rather not tell

Principles of Management for Leadership Communication Hasanraza Ansari, Principles of Management teaches management principles to tomorrow s business leaders by weaving three threads through every chapter strategy entrepreneurship and active leadership Strategic All business school teachings have some orientation toward performance and strategy and are concerned with making choices that lead to high performance Principles of Management will frame performance using the notion of the triple bottom line the idea that economic performance allows individuals and organizations to perform positively in social and environmental ways as well The triple bottom line is financial social and

environmental performance It is important for all students to understand the interdependence of these three facets of organizational performance The Entrepreneurial Manager While the General Management course at Harvard Business School was historically one of its most popular and impactful courses pioneered in the 1960s by Joe Bower recent Harvard MBAs did not see themselves as general managers This course was relabeled The Entrepreneurial Manager in 2006 and has regained its title as one of the most popular courses This reflects and underlying and growing trend that students including the undergraduates this book targets can see themselves as entrepreneurs and active change agents but not just as managers By starting fresh with an entrepreneurial change management orientation this text provides an exciting perspective on the art of management that students can relate to At the same time this perspective is as relevant to existing for profit organizations in the form intrapreneurship as it is to not for profits and new entrepreneurial ventures Active Leadership Starting with the opening chapter Principles of Management show students how leaders and leadership are essential to personal and organizational effectiveness and effective organizational change Students are increasingly active as leaders at an early age and are sometimes painfully aware of the leadership failings they see in public and private organizations It is the leader and leadership that combine the principles of management the artist s palette tools and techniques to create the art of management This book s modular format easily maps to a POLC Planning Organizing Leading and Controlling course organization which was created by Henri Fayol General and industrial management 1949 London Pitman Publishing company and suits the needs of both undergraduate and graduate course in Principles of Management

The Rebellious CEO Ralph Nader,2023-11-14 This is just the book for anyone who enjoys the podcast How I Built This Michael Dirda The Washington Post Nader is one of America s most effective social critics Forbes One of corporate America s greatest foes shows how 12 CEOs he has known uniquely rejected narrow yardsticks of shareholder value by leading companies to larger models of prosperity and justice Over the course of 7 decades Ralph Nader has been Corporate America s fiercest critic Supreme Court Justice William Powell singled out Nader in his infamous memo as the single most effective antagonist of American business the target of his hatred is corporate power But now in a book that will surprise both his fans and critics Nader profiles a small group of CEOs who he believes performed extraordinarily well as business leaders and civic reformers some well known some not who should be celebrated as exceptions whose life and career should be a course of emulation and inspiration for students of business executives and the wider citizenry This select group of mavericks and iconoclasts which includes The Body Shop s Anita Roddick Patagonia s Yvon Chouinard Vanguard s John Bogle and Busboys and Poets Andy Shallal give us Nader writes a sense of what might have been and what still could be if business were rigorously framed as a process that was not only about making money and selling things but improving our social and natural world

Sustained Leadership WBS Thomas G. Reid,2017-09-26 The Sustained Leader WBS provides a comprehensive tool for assessing and improving leadership potential A Work Breakdown Structure decomposes every part of the work to be

done in a project Through extensive research and surveys the author has identified 229 WBS elements that apply to building yourself into a sustained leader Each element provides a self assessment additional resources and a place to record personal goals and due dates giving each reader a personal program plan to build themselves into a better leader **The Airline Business** Rigas Doganis,2006 The second edition of Rigas Doganis book brings the airline industry story up to date exploring airline mergers and alliances price wars the impact of disasters and the future prospects for the industry as a whole

Encyclopedia of History of American Management Morgen Witzel,2005-05-15 Containing more than 250 entries this unique and ambitious work traces the development of management thinking and major business culture in North America Entries range from 600 words to 2500 words and contain concise biographical detail a critical analysis of the thinkers doctrines and ideas and a bibliography including the subject s major works and a helpful listing of minor works *Boom!* Kevin Freiberg,Jackie Freiberg,2007-10-14 Using twenty years of wisdom distilled into seven choices two bestselling authors show how to become impassioned engaged and indispensable at work When you realize your career is a result of choices and not conditions the effect is absolutely liberating You begin to think big and act bold You become impassioned and engaged Coworkers look to you for leadership and inspiration You close the gap between the corporate culture you envision and the one in which you work You become indispensable on the job After twenty years of talking to America s most innovative and unconventional business leaders and liberated employees the Freibergs have distilled this collective wisdom into seven essential choices If you re ready to move from a life stuck in neutral to the freedom of seeing work as an exciting and passionate adventure then BOOM is your ticket Expand your influence and engage in work that matters Are you tired of blaming your unhappiness and lack of job satisfaction on others Then it s time to read Choice 2 Be Accountable There Is No THEY Only You and Me Are you constantly asking negative defensive questions like Why is this happening to me Then it s time to make Choice 4 Focus Forward Your Future Is Not in the Rearview Mirror Are you always tempted to play it safe and stay within your tightly define comfort zone Then it s time to embrace Choice 7 Risk More Gain More The World Isn t Changed by Those Who Are Unwilling to Take Risks Leadership doesn t come from having an official title but from making choices to serve others take on risk assume responsibility and discover a life where passion and excitement replace ho hum routine BOOM is a wake up call for every person who wants to make a difference and every business leader who wants to change the DNA of an organization doing business as usual Praise for BOOM Every leader asks How can we motivate our people The Freibergs get to the heart of what it takes to create engaged indispensable and results oriented employees one choice at a time Richard Floersch Executive VP Worldwide HR McDonald s Corporation In this breezy but helpful book the Freibergs deliver with easy to act on ideas and their spirited and irreverent voice Make the choice to read it and put yourself on course Tim Sanders author of Love is the Killer App How to Win Business and Influence Friends **Corporate Communication** Jaishri Jethwaney,2024-02-13 Corporate Communication Concepts and Practice a comprehensive and

engaging textbook helps in understanding the underlying concepts and real life strategies of communication in modern day corporate set ups One of the youngest management disciplines corporate communication is used by companies to position themselves to the outside world in a highly competitive business environment and to build a sense of being on the one hand and creating a feeling of pride in being associated with the company for various stakeholders especially the employees and investors Some of the functions of corporate communication include identifying and segmenting stakeholders articulating brand positioning selecting appropriate channels of internal and external communication and managing crises conflicts and reputations among others This revised edition offers a fresh perspective into all basic and critical aspects of corporate communication and incorporates the latest changes in governmental policies and industry trends to aid students adapt to the contemporary business environment and become industry ready This book will be of great interest to students and researchers working in the areas of corporate communication organizational communication journalism mass communication communication studies public relations and human resource management

Flexible Leadership Gary Yukl, Richard Lepsinger, 2004-05-05 If you are a manager or a training and development professional you need concrete suggestions for guiding your organization through rapidly changing conditions and difficult challenges Flexible Leadership offers a comprehensive theory that integrates findings from different disciplines and more than a half century of research and explains how leaders can effectively enhance the bottom line performance of their organizations The authors provide illustrative examples of effective and ineffective leadership including some from their own consulting experiences over the past 30 years in private and public sector organizations The book includes information about Leadership and management behaviors that can be used to enhance organizational performance Improvement programs management systems and structural forms that can be used to enhance organizational performance Integrating direct and indirect forms of leadership Balancing tradeoffs and competing demands related to performance Adapting leadership to changing situations Integrating leadership processes at different levels of an organization Competencies relevant for effective leadership

Competition versus Predation in Aviation Markets Peter Forsyth, David W. Gillen, Otto G. Mayer, Hans-Martin Niemeier, 2018-01-18

Prior to liberalization there was little scope for predatory behaviour in the aviation market However following deregulation new entrants sought to compete with entrenched incumbents Low cost carriers LCCs gained significant market share which in turn provoked many different kinds of defensive response Having put pressure on established carriers low cost airlines are themselves feeling the pressure of competition from new operators While it is normal and natural for airlines to react to competition modifying their services the ways in which they offer them and their prices when does aggressive commercial behaviour go too far and become predation This book considers what exactly is meant by predation in the aviation environment and explores the strategies LCCs adopt in order to gain market share as well as the strategies of the established airlines in response to competition from new entrants to the market It also addresses the key question of what competition

policy should do to ensure intensive competition Competition versus Predation in Aviation Markets brings together contributions from around the world from airlines government agencies leading academics and consultants providing a wealth of perspectives on a business practice crucial to airline survival *Managing Hospitality Organizations* Robert C. Ford, Michael C. Sturman, 2019-01-02 A perfect book for any Hospitality program excellent instructor support and a good resource for students Denise A Braley Mitchell College Today's economy is dominated by the rapidly growing service sector Even businesses primarily selling goods are reinventing their image and positioning themselves as service providers *Managing Hospitality Organizations Achieving Excellence in the Guest Experience* takes students on a journey through the evolving service industry Each chapter focuses on a core principle of hospitality management and is packed with practical advice examples and cases from some of the best companies in the service sector Authors Robert C Ford and Michael C Sturman emphasize the critical importance of focusing on the guest and creating that unforgettable customer experience Whether your students will be managing a neighborhood caf a convention center or a high end resort hotel they will learn invaluable skills for managing the guest experience in today's ultracompetitive environment The Second Edition includes new coverage of technology sustainability sexual harassment diversity and inclusion and ethical leadership Give your students the SAGE edge SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review study and further exploration keeping both instructors and students on the cutting edge of teaching and learning

Negotiation Brad Winn, Marc Sokol, 2023-09-01 Negotiation is much more than making a deal it's a life skill *Negotiation Creating Agreements in Business and Life* explores the theory and practice of negotiation while unpacking how to develop the head heart hand and stomach of a successful negotiator Authors Brad Winn and Marc Sokol frame negotiation as a dynamic creative process that can produce lasting positive results for all parties involved Practical applications role play exercises and cases provide students with ample opportunities to sharpen their negotiation skills to become confident capable negotiators in the workplace and in everyday life Included with this title LMS Cartridge Import this title's instructor resources into your school's learning management system LMS and save time Don't use an LMS You can still access all of the same online resources for this title via the password protected Instructor Resource Site *The Way We Work* Regina Fazio Maruca, 2007-12-30 From corner office to 24/7 the world of work has permeated every facet of our culture *The Way We Work* explores in over 150 A-Z entries the origins and impact of the concepts ideas fads and themes have become part of the business vernacular shedding light on the dynamic ways in which business and society both influence and reflect each other Assessing the evolving business environment in the context of technology development globalization and workplace diversity *The Way We Work* covers the gamut of business related topics including Crisis Management Outsourcing and Whistleblowing as well as popular subjects such as Casual Friday Feng Shui and Napster *Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications* Management Association, Information Resources, 2018-01-05 Consumer

interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers To achieve this goal companies must utilize current digital tools to create a strong online presence Digital Marketing and Consumer Engagement Concepts Methodologies Tools and Applications is an innovative reference source for the latest academic material on emerging technologies techniques strategies and theories in the promotion of brands through forms of digital media Highlighting a range of topics such as mobile commerce brand communication and social media this multi volume book is ideally designed for professionals researchers academics students managers and practitioners actively involved in the marketing industry

The 21 Irrefutable Laws of Leadership John C. Maxwell, 2007-09-16 What would happen if a leadership expert were willing to distill everything he s learned in his 30 years of experience into a handful of life changing principles just for you It would change your life Internationally recognized leadership expert and bestselling author John C Maxwell wrote his million seller The 21 Laws of Leadership over ten years ago Now this expanded and updated edition of one of the most trusted and referenced leadership books features revised content that is fundamental to any leader Maxwell provides new learnings that makes his original bestseller bigger and better including Sharpening and updating every Law of Leadership Seventeen new leadership stories Two new Laws of Leadership New evaluation tool revealing your leadership strengths and weaknesses New application exercises in every chapter that help you grow The 21 Irrefutable Laws of Leadership features insights learned from Maxwell s 30 plus years of leadership successes and mistakes with observations from the worlds of business politics sports religion and military conflict The result is a revealing study of leadership delivered as only a communicator like Maxwell can Follow these laws of leadership and people will follow you

Persuasion in Your Life Shawn T. Wahl, Eric Morris, 2017-09-22 Persuasion in Your Life 2nd Edition speaks directly to the student by focusing on real life experiences from critically viewing persuasive public campaigns to making business and health care decisions This new edition concludes with a new chapter on the assessment of persuasive messages It also features new chapter opening vignettes that immediately apply concepts to daily life as well as What You ve Learned reviews for comprehension Students and instructors can use the wealth of online resources that accompany this text including an instructor manual Power Point slides test questions and more Through its use of rhetoric criticism and social scientific research this book helps readers understand analyze and use persuasion in their life and career

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