



The Southwest Airlines Way

Jody Hoffer Gittell

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"If you look at Southwest Airlines, and I admire what they do, they've been the most successful airline in the industry."

--Gerard Arpey, CEO, American Airlines

"Through extensive research Jody Hoffer Gittel gets to the bottom of what has sustained Southwest Airlines' positive employee relations and high performance through good and bad times."

--Thomas A. Kochan, professor, MIT Sloan School of Management, MIT Global Airline Industry Program

In an industry with losses in the billions, Southwest Airlines has an unbroken string of 31 consecutive years of profitability. *The Southwest Airlines Way* examines how the company uses high-performance relationships to create enormous competitive advantage in motivation, teamwork, and coordination among employees. It then goes further to show how any company can foster these powerful cooperative relationships and explains how to:

- Lead with credibility and caring
- Invest in frontline leaders
- Hire and train for relational competence
- Use conflicts to build relationships
- Make unions its partners, not its adversaries
- Build relationships with its suppliers

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Katrina White:

Information is provisions for anyone to get better life, information today can get by anyone at everywhere. The information can be a know-how or any news even restricted. What people must be consider if those information which is in the former life are hard to be find than now is taking seriously which one would work to believe or which one the particular resource are convinced. If you have the unstable resource then you buy it as your main information it will have huge disadvantage for you. All those possibilities will not happen throughout you if you take The Southwest Airlines Way as your daily resource information.

Beverly Hummell:

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