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The Southwest Airlines Way Jody

The Southwest Airlines Way reveals the secret to Southwest's remarkable success--high performance relationships--and it creates enormous competitive advantage in motivation, teamwork, and coordination among Southwest employees. Based on Professor Jody Hoffer Gittel's eight years of field research, this book explores Southwest's innovative policies, strategies, and techniques, showing how these methods can be implemented in any organization, and explains how to:

The Southwest Airlines Way: Gittel, Jody Hoffer ...

"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."

The Southwest Airlines Way by Jody Hoffer Gittel

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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...

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If you've wondered what's behind Southwest Airlines' uncommon success, wonder no more. Author Jody Hoffer Gittel lays it all out in The Southwest Airlines Way . Gittel, a university professor, explains that at Southwest Airlines, relationship building and collaboration aren't just given lip service - they're a condition of employment.

The Southwest Airlines Way Free Summary by Jody Hoffer Gittel

Jody Hoffer Gittel, Ph.D., is an assistant professor of management at Brandeis University and faculty member of the MIT Global Airline Industry program. Her research and teaching focus on human...

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BOOK REVIEW: "The Southwest Airlines Way" by Jody Hoffer ...

Gittel,Jody Hoffer. The Southwest Airlines Way: Using the Power of Relationships to Achieve High Performance. New York: McGraw-Hill, 2003. Austin, Rob and Gittel,Jody Hoffer. "When It Should Not Work but Does: Anomalies of High Performance." Business Performance Measurement. Ed. Andy Neely. Cambridge University Press, 2002. Gittel,Jody Hoffer.

Jody Hoffer Gittel | Brandeis University

The Southwest Airlines Way by Jody Hoffer Gittel Essay Sample In this paper I'm going to provide a comprehensive review of the book "The Southwest Airlines Way" by Jody Hoffer Gittel with a clear focus on its practical learning value. Southwest Airlines is believed to be one of the most successful airline in history.

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- Pilot, Southwest Airlines "Relationship focus as a way of doing business not only can drive growth and profitability, it can sustain them through crises and through ups and downs in the business cycle. It can help organizations adapt to the turbulence of today's business world." - Jody Gittel

Using the Power of Relationships to Achieve High Performance

'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."Fortune" magazine calls Southwest Airlines "the most successful airline in history."

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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.

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The Southwest Airlines Way: The Power of Relationships for ...

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The Southwest Airlines Way: Using the Power of ...

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'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."Fortune" magazine calls Southwest Airlines "the most successful airline in history."

Få The Southwest Airlines Way af Jody Hoffer Gittel som ...

Of the group above, Southwest Airlines is among three airlines that are currently forecast to be profitable next year. It joins Spirit Airlines and Delta in that category. Further, we all know ...