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### The Southwest Airlines Way Theclci

The Southwest Airlines Way - Page 1 MAIN IDEA By any measure, Southwest Airlines has been the standout success story of the U.S. airline industry . Among its accomplishments: n In a highly volatile industry, Southwest has been profitable every year except for the year in which it was established. That

#### Using the Power of Relationships to Achieve High Performance

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 ...

The Southwest Airlines Wayexamines 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

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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 high-performance relationships to create enormous competitive advantage in motivation, teamwork, and coordination among employees.

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The Southwest Airlines Way examines how the company uses high-performance relationships to create enormous competitive advantage in motivation, teamwork, and coordination among employees.

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The spirit of mission at Southwest Airlines is defined as a "warrior spirit" -- a cumulative effort by the entire workforce designed to facilitate a family-like atmosphere all the way around, from management to subordinates to customers: all are treated like members of one big family -- such is the basic environment in which the airline's people-management strategy is situated (Gallo, 2013).

#### People Are The Main Focus Of Southwest's Business Strategy ...

Introduction. 3. Profile of a Successful Company. 3. Conclusion. 7. References. 8 . Introduction. South West Airlines are one of the pioneer's of providing affordable and best scheduled airline services in USA. In the early 1970's, when the domestic airlines business in the USA was not so famous and people would love to travel from other modes of transportation, an innovative thinker and ...

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Abstract. Southwest Airlines is a somewhat different example of a business model pioneer—and indeed, one may ask if the company is a pioneer at all: neither was Southwest the first to offer intrastate flights on its home market, Texas, nor was it the first to experiment with low-cost flights.

#### Pioneer in the Skies: The Case of Southwest Airlines ...

Southwest Airlines Strategic Practices Marion L. Boston MGT 450 Strategic Planning for Organizations Instructor: Mark Bojeun April 4, 2011 Introduction Southwest Airlines' company strategy consists of competitive moves and business approaches management has developed to attract and please customers, conduct operations, grow the business, and achieve performance objectives (J. Gamble & A ...

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