

## **Nuts Southwest Airlines Crazy Recipe For Business Personal Success**

Kevin and Jackie Freiberg's previous book, *Nuts!: Southwest Airline's Crazy Recipe for Business and Personal Success*, described the unconventional leadership that made Southwest an airline industry dynamo. In *GUTS!*, the Freibergs look at twenty-five gutsy and extraordinarily successful businesses and introduce the chief executives who are creating a new corporate ethos that blows the doors off business-as-usual. Drawing on five years of research, the Freibergs provide a behind-the-scenes look at these intensely focused, passionate, and unconventional leaders and their companies. Among them:

- James Blanchard, CEO of Synovus Financial, a financial services giant with more than 16 billion dollars in assets
- Roy Spence, Jr., President of GSD&M Advertising, which *AdWeek* magazine named Southwest Agency of the Year seven times
- James Goodnight of SAS, a world leader in intelligence software

Although the leaders in the book represent a wide-range of industries, they share a common vision: They see business as a heroic cause and understand that good leadership isn't a matter of position, but of influence. They reject hierarchical rules, rituals, and expectations, and have replaced in-the-box management with a culture based on passion and innovation. They regard their employees not as "human resources," but as individuals with unique gifts and talents. And make everyone in the company responsible for the company's brand and culture. An exciting follow-

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up to Nuts!, which has sold nearly 500,000 copies in hardcover and paperback, GUTS! proves that it is possible to have fun, live your values, and still make money.

How does a man working behind the counter of a mom-and-pop diner for 21 years turn a good idea into a restaurant chain with \$2 billion in annual sales? The founder and CEO of Chick-fil-A, offers countless nuggets of wisdom in this work.

What do you get when you cross a journalist and a banker? A brewery, of course. "A great city should have great beer. New York finally has, thanks to Brooklyn. Steve Hindy and Tom Potter provided it. Beer School explains how they did it: their mistakes as well as their triumphs. Steve writes with a journalist's skepticism-as though he has forgotten that he is reporting on himself. Tom is even less forgiving-he's a banker, after all. The inside story reads at times like a cautionary tale, but it is an account of a great and welcome achievement."

—Michael Jackson, *The Beer Hunter*(r) "An accessible and insightful case study with terrific insight for aspiring entrepreneurs. And if that's not enough, it is all about beer!" —Professor Murray Low, Executive Director, Lang Center for Entrepreneurship, Columbia Business School "Great lessons on what every first-time entrepreneur will experience. Being down the block from the Brooklyn Brewery, I had firsthand witness to their positive impact on our community. I give Steve and Tom's book an A++!"

—Norm Brodsky, Senior Contributing Editor, Inc. magazine "Beer School is a useful and entertaining book. In essence, this is the story of starting a beer

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business from scratch in New York City. The product is one readers can relate to, and the market is as tough as they get. What a fun challenge! The book can help not only those entrepreneurs who are starting a business but also those trying to grow one once it is established.

Steve and Tom write with enthusiasm and insight about building their business. It is clear that they learned a lot along the way. Readers can learn from these lessons too." —Michael Preston, Adjunct Professor, Lang Center for Entrepreneurship, Columbia Business School, and coauthor, *The Road to Success: How to Manage Growth*

"Although we (thankfully!) never had to deal with the Mob, being held up at gunpoint, or having our beer and equipment ripped off, we definitely identified with the challenges faced in those early days of cobbling a brewery together. The revealing story Steve and Tom tell about two partners entering a business out of passion, in an industry they knew little about, being seriously undercapitalized, with an overly naive business plan, and their ultimate success, is an inspiring tale." —Ken Grossman, founder, Sierra Nevada Brewing Co.

The numerous anecdotes alone are worth the price of the book . . . most readers will find themselves asking why everyone doesn't run a business as preached by the chief executive of Continental Airlines.—*The Washington Post Book World* . . . in an age where managing seems increasingly complicated, some of Bethune's prescriptions are refreshingly straightforward.—*Business Week* From Worst to First outlines Gordon Bethune's triumphs . . . about the turnaround he's led at Continental, a perennial basket case that's become an

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industry darling.-The Atlanta Journal-Constitution From Worst to First is [Gordon Bethune's] story of Continental Airlines' turnaround under his command . . . The blueprint has worked . . . Fortune magazine named Continental the company that has 'raised its overall marks more than any other in the 1990s.'-The Seattle Post-Intelligencer All of Gordon Bethune's proceeds from this book will be donated to the We Care Trust, a nonprofit organization that assists Continental Airlines' employees and their families in times of need.

Real-life flight attendant Heather Poole has written a charming and funny insider's account of life and work in the not-always-friendly skies. Cruising Attitude is a Coffee, Tea, or Me? for the 21st century, as the author parlays her fifteen years of flight experience into a delightful account of crazy airline passengers and crew drama, of overcrowded crashpads in "Crew Gardens" Queens and finding love at 35,000 feet. The popular author of "Galley Gossip," a weekly column for AOL's award-winning travel website Gadling.com, Poole not only shares great stories, but also explains the ins and outs of flying, as seen from the flight attendant's jump seat.

"Open Water is tender poetry, a love song to Black art and thought, an exploration of intimacy and vulnerability between two young artists learning to be soft with each other in a world that hardens against Black people."—Yaa Gyasi, author of HOMEGOING In a crowded London pub, two young people meet. Both are Black British, both won scholarships to private schools where they struggled to belong, both are now artists—he a photographer, she a

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dancer—and both are trying to make their mark in a world that by turns celebrates and rejects them. Tentatively, tenderly, they fall in love. But two people who seem destined to be together can still be torn apart by fear and violence, and over the course of a year they find their relationship tested by forces beyond their control.

Narrated with deep intimacy, *Open Water* is at once an achingly beautiful love story and a potent insight into race and masculinity that asks what it means to be a person in a world that sees you only as a Black body; to be vulnerable when you are only respected for strength; to find safety in love, only to lose it. With gorgeous, soulful intensity, and blistering emotional intelligence, Caleb Azumah Nelson gives a profoundly sensitive portrait of romantic love in all its feverish waves and comforting beauty. This is one of the most essential debut novels of recent years, heralding the arrival of a stellar and prodigious young talent.

Nuts!Southwest Airlines' Crazy Recipe for Business and Personal SuccessCrown Business

Do you have the eyes, the ears, and the hands to be a Nanovator? You're about to find out. In India, entire families?too poor to afford a car?crowd onto a single motor scooter every day to brave the tangled traffic lurching through the streets. One evening Tata Motor's venerable chairman Ratan Tata witnessed something on those rain-soaked streets that both horrified him and birthed a dream: an overloaded scooter lost traction in a busy intersection and sent several members of the family tumbling across the pavement. In that moment Nanovation took root in Tata's imagination. The very idea

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was supposed to be impossible. A safe and appealing family car for the price of a motor scooter? The experts dismissed it. But Ratan Tata was undeterred. When budget constraints, design restrictions, the rising costs of materials, and political agitation threatened to derail the project, Team Nano pressed on. This is the story of how, in the face of insurmountable odds, Tata Motors created one of the greatest innovations in the auto industry since Model-T. Nanovation has disrupted an entire industry and changed the game for India forever. Imagine what it can do for your business. Is your company changing the way society functions? What's your Nanovative idea? It's time to get moving! Warning! Don't read this book unless you are ready to challenge management dogma, taken-for-granted assumptions, and outdated systems by asking "what if?" and "why not?" to some of your industry's toughest questions. But, if you're ready to revolutionize the products you make, the processes you use, and the companies you build, pull up a seat at the drafting table with the creators of the Nano, the most important car to roll off the assembly line in decades. Discover the thinking that bred their ingenuity and the leadership that encouraged them to overcome adversity, to take risks despite their fear of failure, and to innovate beyond their customer's wildest expectations.

Endorsements: "If you're interested in stoking the fires of innovation and making a profit while making a difference, Nanovation is a must read." ?Indra K. Nooyi, chairman and CEO, PepsiCo "The Freiberg's deep dive into a company that transformed an entire industry is loaded with hands-on-advice- and a warning not to downsize

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your dreams!"- Gary Kelly, chairman, president and CEO, Southwest Airlines "Nanovation is for leaders who want to leave a lasting legacy in the world." ?Chris Connor, chairman and CEO, Shermin-Williams Company "Read Nanovation and learn what you can do to create an innovative culture in your organization." ?Ken Blanchard, co-author One Minute Manager, Full Steam Ahead, and Lead with LUV "Nanovation is a must read for any leader." ?Eric Danziger, CEO, Wyndham Hotel Group "Nanovation is for leaders who want to shake it up." ?Bruce Bochy, manager, 2010 World Champion San Francisco Giants "Vibrant and energetic, the passion of the authors reflects that of the innovators it chronicles...A practical guide for creating a radical culture of innovation." ?N.R. Narayana Murthy, founder-chairman and chief mentor, Infosys Ltd.

Discusses body language and facial expressions in regard to communication techniques in order to explain how readers can more effectively and confidently express themselves in social and professional gatherings.

Describes the evolution of JetBlue from an upstart underdog into a revolutionary company that has transformed the aviation business, offering a behind-the-scenes look at the company's unusual corporate culture, its leadership and management principles, and innovative approach to business. Reprint.

This book chronicles the dramatic last-minute saves and turnarounds Federal Express engineered from its inception to the present. It also introduces the remarkable individuals whose flexibility and creativity

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made a fledgling startup into one of the great success stories.

Strategic Reward Systems draws together in one volume the latest thinking and practice in reward management. It highlights the theoretical links between reward and other fields of academic interest, including motivation and labour economics.

Although its brown vans are on every block and its delivery service reaches more than 200 countries, UPS is among the world's most underestimated and misunderstood companies. For the first time, a UPS "lifer" tells the behind-the-scenes story of how a small messenger service became a business giant. Big Brown reveals the remarkable 100-year history of UPS and the life of its founder Jim Casey—one of the greatest unknown capitalists of the twentieth century. Casey pursued a Spartan business philosophy that emphasized military discipline, drab uniforms, and reliability over flash—a model that is still reflected in UPS culture today. Big Brown examines all the seeming paradoxes about UPS: from its traditional management style and strict policies coupled with high employee loyalty and strong labor relations; from its historical "anti-marketing" bias (why brown?) to its sterling brand loyalty and reputation for quality.

Flying High traces the incredible career of the founder and chairman of JetBlue, David Neeleman, from his teenage ventures and beginnings in the travel industry., to his short stint at Southwest Airlines and the ultimate launch of JetBlue. In a series of interviews with Neeleman's friends, associates, and high-ranking

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officials in both business and aviation, this books tells the store of Neeleman and explores the rules of success he both lives and builds his companies by.

"When the history book is written on the restructuring of this industry, Delta will be the greatest turnaround story in it." --Delta CEO Gerald Grinstein, December 19, 2006

Its reputation was now as tattered as the interiors of its airplanes. Delta Air Lines, on September 14, 2005, was nothing like the world-beating company it had been just five years earlier, let alone decades before that. On this day, Delta found itself surrounded by lawyers, dejectedly filing for bankruptcy. Few believed it could ever reclaim its perch atop the US airline industry. But it did. *Glory Lost and Found: How Delta Climbed from Despair to Dominance in the Post-9/11 Era* tells the story of Delta's dramatic tumble into bankruptcy and how it climbed its way back to pre-eminence despite hurricane-force headwinds: high fuel prices, a hostile takeover bid, relentless competition, economic meltdowns and geopolitical shocks. This book stems from a decade of research and countless interviews by *Airline Weekly's* Seth Kaplan and Jay Shabat. It's a profile in leadership: Delta became not only the greatest turnaround story in its own industry but also one of the greatest in the history of corporate America. Delta did the unimaginable by simultaneously resurrecting its finances and the spirits of its employees and customers. And while redefining itself, Delta also redefined an industry.

Michael O'Leary is a business giant. He transformed Ryanair from a loss-making joke of an Irish carrier into one of the most valuable airlines in the world, and in the

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process he has revolutionized the very nature of commercial aviation. In this, the first biography of O'Leary, Alan Ruddock portrays the man in three dimensions and examines the business miracle - often talked about but poorly understood - that O'Leary has wrought. 'Ruddock's fast-paced retelling of Ryanair's rise and rise confirms O'Leary's insistence that his success has little to do with the management maxims of business gurus and everything to do with graft and ruthless attention to detail' Observer 'Probably the definitive Ryanair story ... a good read' Sunday Independent 'The fullest and most accurate picture of O'Leary to date' Irish Daily Mail 'Unlike previous books which simply chart the growth of the airline, this one is bound to get under O'Leary's skin because it reveals a great deal about his hugely driven character' Irish Independent 'Ruddock is good on the flavour of the man, a bundle of energy whose two favourite words start with an F and an S (they aren't flower and sugar)' Irish Examiner

DSN Do Something Now! Three simple letters. Three simple words that could change your organization—change your life. The scarcest resource in organizations right now is not money or talent or ideas or power; it's people who DO, people who add value and get things done. This book will inspire Dreamers to become Doers. Everyone wants to add value and this book shows you how.

An updated guide to the art and impact of business mentoring provides advice on how to become an effective mentor and offers tips for improving employee confidence, competence, and creativity. Original. 25,000

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first printing.

Following-on from The Study Skills Handbook, this book enables students to think about personal, academic and career goals and to plan a path to success. Rich in activities that develop valuable career skills, this edition has a new chapter on Understanding your Personal Performance, and updated information on job applications.

"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

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adversaries Build relationships with its suppliers 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

Beginning in the 1920s as a lowly crop-dusting operation in Louisiana, Delta Air Lines had, by its fiftieth anniversary, down to become one of the largest companies in the industry and one of the most consistently profitable. First published in 1979, this is a comprehensive account of the growth and development of Delta's strategy and style, the steady expansion of its routes, its relationship with federal regulatory agencies, and the everchanging composition of its fleet. Because the underlying spirit of the Delta enterprise owed so much to its founder, C.E. Woolman, this is also an engaging portrait of the man who came to be classed alongside Eastern's Eddie Rickenbacker and Pan American's Juan Trippe as a pioneer of commercial aviation. The first biography of the epic life of one of the most important, enigmatic and private artists of the 20th century. Drawn from almost 40 years of conversations with the artist, letters and papers, it is a major work written by a well-known British art critic.

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Lucian Freud (1922-2011) is one of the most influential figurative painters of the 20th century. His paintings are in every major museum and many private collections here and abroad. William Feaver's daily calls from 1973 until Freud died in 2011, as well as interviews with family and friends were crucial sources for this book. Freud had ferocious energy, worked day and night but his circle was broad including not just other well-known artists but writers, bluebloods, royals in England and Europe, drag queens, fashion models gamblers, bookies and gangsters like the Kray twins. Fierce, rebellious, charismatic, extremely guarded about his life, he was witty, mischievous and a womanizer. This brilliantly researched book begins with the Freuds' life in Berlin, the rise of Hitler and the family's escape to London in 1933 when Lucian was 10. Sigmund Freud was his grandfather and Ernst, his father was an architect. In London in his twenties, his first solo show was in 1944 at the Lefevre Gallery. Around this time, Stephen Spender introduced him to Virginia Woolf; at night he was taking Pauline Tennant to the Gargoyle Club, owned by her father and frequented by Dylan Thomas; he was also meeting Sonia Orwell, Cecil Beaton, Auden, Patrick Leigh-Fermor and the Aly Khan, and his muse was a married femme fatale, 13 years older, Lorna Wishart. But it was Francis Bacon who would become his most important influence and the painters Frank Auerbach

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and David Hockney, close friends. This is an extremely intimate, lively and rich portrait of the artist, full of gossip and stories recounted by Freud to Feaver about people, encounters, and work. Freud's art was his life—"my work is purely autobiographical"—and he usually painted only family, friends, lovers, children, though there were exceptions like the famous small portrait of the Queen. With his later portraits, the subjects were often nude, names were never given and sittings could take up to 16 months, each session lasting five hours but subjects were rarely bored as Freud was a great raconteur and mimic. This book is a major achievement, a tour de force that reveals the details of the life and innermost thoughts of the greatest portrait painter of our time. Volume I has 41 black and white integrated images, and 2 eight-page color inserts.

In *Pour Your Heart Into It*, former CEO and now chairman emeritus Howard Schultz illustrates the principles that have shaped the Starbucks phenomenon, sharing the wisdom he has gained from his quest to make great coffee part of the American experience. The success of Starbucks Coffee Company is one of the most amazing business stories in decades. What started as a single store on Seattle's waterfront has grown into the largest coffee chain on the planet. Just as remarkable as this incredible growth is the fact that

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Starbucks has managed to maintain its renowned commitment to product excellence and employee satisfaction. Marketers, managers, and aspiring entrepreneurs will discover how to turn passion into profit in this definitive chronicle of the company that "has changed everything... from our tastes to our language to the face of Main Street" (Fortune). Reveals the secrets of Southwest Airlines' success and describes the unusual and unexpected inner workings of one of America's biggest success stories

A charming new story from the author of *Guess How Much I Love You* offers an original--and heartening--take on childhood anxiety. Once there was a girl called Mindi who was afraid of something that no one else could see. This thing that she was afraid of, this thing that no one else could see, was a big goose. It came into her room as quietly as a thought comes into your head. . . . When a little girl named Mindi says she is being visited by a big goose--a scary creature that is visible only to her--her devoted dad and mom try everything they can think of to drive it away. But maybe some outside assistance is warranted from their wise friend Austen, a farmer who knows what is needed to help Mindi turn her mind to something new. In a sensitive exploration of childhood fears, Sam McBratney, the author of *Guess How Much I Love You*, narrates with charm, wit, and a touch of whimsy, while Linda Ólafsdóttir's delicate illustrations

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enhance the modern fairy-tale feel in a story that is sure to become a bedtime favorite.

Colleen Barrett began her career as an executive secretary, yet Southwest Airlines' founder chose her to succeed him as president. When asked why, he said, "Because she knows how to love people to success." --

NEW YORK TIMES BEST SELLER • A grand, devastating portrait of three generations of the Sackler family, famed for their philanthropy, whose fortune was built by Valium and whose reputation was destroyed by OxyContin. From the prize-winning and bestselling author of *Say Nothing*, as featured in the HBO documentary *Crime of the Century*. The Sackler name adorns the walls of many storied institutions—Harvard, the Metropolitan Museum of Art, Oxford, the Louvre. They are one of the richest families in the world, known for their lavish donations to the arts and the sciences. The source of the family fortune was vague, however, until it emerged that the Sacklers were responsible for making and marketing a blockbuster painkiller that was the catalyst for the opioid crisis. *Empire of Pain* begins with the story of three doctor brothers, Raymond, Mortimer and the incalculably energetic Arthur, who weathered the poverty of the Great Depression and appalling anti-Semitism. Working at a barbaric mental institution, Arthur saw a better way and conducted groundbreaking research into drug treatments. He also had a genius for marketing, especially for pharmaceuticals, and bought a small ad firm. Arthur devised the marketing for Valium, and built the first great Sackler fortune. He purchased a drug manufacturer, Purdue Frederick, which would be run by Raymond and Mortimer. The brothers began collecting art, and wives, and grand

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residences in exotic locales. Their children and grandchildren grew up in luxury. Forty years later, Raymond's son Richard ran the family-owned Purdue. The template Arthur Sackler created to sell Valium—co-opting doctors, influencing the FDA, downplaying the drug's addictiveness—was employed to launch a far more potent product: OxyContin. The drug went on to generate some thirty-five billion dollars in revenue, and to launch a public health crisis in which hundreds of thousands would die. This is the saga of three generations of a single family and the mark they would leave on the world, a tale that moves from the bustling streets of early twentieth-century Brooklyn to the seaside palaces of Greenwich, Connecticut, and Cap d'Antibes to the corridors of power in Washington, D.C. *Empire of Pain* chronicles the multiple investigations of the Sacklers and their company, and the scorched-earth legal tactics that the family has used to evade accountability. The history of the Sackler dynasty is rife with drama—baroque personal lives; bitter disputes over estates; fistfights in boardrooms; glittering art collections; Machiavellian courtroom maneuvers; and the calculated use of money to burnish reputations and crush the less powerful. *Empire of Pain* is a masterpiece of narrative reporting and writing, exhaustively documented and ferociously compelling. It is a portrait of the excesses of America's second Gilded Age, a study of impunity among the super elite and a relentless investigation of the naked greed and indifference to human suffering that built one of the world's great fortunes. The Next Century Schools program was launched by the RJR Nabisco Foundation to fund bold ideas for fundamental change in public education. This is the landmark book about that program and the schools that have participated. Now is the time for action, and this book is about one thing only--solutions.

Presented in a handy question-and-answer format, this

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practical guide to airline travel draws on the expertise of a commercial airline pilot to provide valuable information on safety, security screening, passenger health, aerodynamics, and many other topics, accompanied by a glossary of common buzzwords for travelers. Original.

You are DESIGNED to choose and DEFINED by your choices. In front of you are seven choices waiting to be made. Whether you are the leader or those being lead, these choices will determine the quality of your life and the significance of your contribution to the world in which you work. In BOOM the Freiberg's have distilled 20 years of collective wisdom into 7 essential choices that cause culture, service, success, and business to BOOM Choice #1: Be a Player Choice #2: Be Accountable Choice #3: Choose Service Over Self-Interest Choice #4: Focus Forward Choice #5: Play to Your Genius Choice #6: Get It Done Choice #7: Risk More - Gain More These 7 choices are your wake-up call to freedom, and it's your invitation to create a community of like-minded people who - together - will create organizations that can blow the doors off business as usual and cure the Dead People Working™ syndrome Drs. Kevin and Jackie Freiberg are two of the most influential voices on the professional-speaking circuit today. Their mission: to create corporate cultures where impassioned people exercise the freedom to make a difference and change the world! The Freibergs have coauthored the international bestseller NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success and GUTS! Companies that Blow the Doors off Business-As-Usual. They have been interviewed by CBS's 60 Minutes and appeared on CNBC and the CBS Morning News for their insights on the links between gutsy leaders, passionate employees, cultures of accountability, and loyal customers.

'What a life. Tony Fernandes has accomplished amazing

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things - and who's to say what he can go on to achieve?' Sir Richard Branson The inspiring story of business hero and Apprentice Asia star Tony Fernandes As a boy, Tony Fernandes wanted to be a pilot, a footballer or a racing driver. By 2011 he'd gone one better: founding his own airline and his own formula one team, and becoming Chairman of Queens Park Rangers, helping them reach the Premier League again after a 15-year absence from the top flight. Flying High is the memoir of an exceptional business leader; the man who created Asia's first budget airline, democratizing air travel in Asia and building AirAsia into a multi-billion-dollar company in the process. Published as Tony returns as the face of the second series of Apprentice Asia, this inspiring personal story will be a major global publishing event. Tony Fernandes studied at Epsom College, UK, and the London School of Accountancy. He worked for Virgin Communications and Warner Music before acquiring AirAsia and relaunching it as Asia's first low-cost carrier in 2001/2. He is currently Group CEO of AirAsia, Chairman of QPR football club and owner of the Caterham F1 team. Tony has been awarded a CBE, titled twice by the King of Malaysia and awarded the Legion d'Honneur by the French government. He has also received awards from major business media outlets including the International Herald Tribune, Business Times, Business Week, Fast Company and Forbes.

Attempting to better themselves—learn new skills, break bad habits, realize their potential—people read books, attend seminars, take training courses. And companies pitch in too, spending billions of dollars every year on professional development programs aimed at helping their employees become more effective. But in spite of what people sincerely believe are their best efforts, all too often their behavior doesn't change. The fact that it seems to be so hard to make new learning stick is an endless source of frustration for both

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individuals and organizations. For years Ken Blanchard has been troubled by the gap between what people know—all the good advice they've digested intellectually—and what they actually do. In this new book he and his coauthors, Paul J. Meyer and Dick Ruhe, use the fable format Blanchard made famous to lay out a straightforward method for learning more, learning better, and making sure you actually use what you learn. This engaging story identifies three key reasons people don't make the leap from knowing to doing and then moves on to the solution. It teaches you how to avoid information overload by learning "less more, not more less." You'll find out how to adjust your brain's filtering system to learn many, many times more than ever before, ignite your creativity and resourcefulness with Green Light Thinking, master what you've learned using spaced repetition, and more. At last, an answer to the question, "Why don't I do what I know I should do?" Read this book and you will!

"Whether a Part 121 airline or a Part 135 charter operator, a company lives or dies by its compliance with the applicable Federal Aviation Regulations or FARs (14 CFR). Air Carrier Operations introduces students of aviation to the significant Federal Aviation Regulations affecting airline operations. Students and professionals gain an appreciation of the variety of regulatory issues involved in air carrier operations and gather the background information they need to identify relevant regulations and apply them. The book examines the many regulations governing an air carrier and focuses primarily on 14 CFR Part 121 air carriers, though coverage includes Part 119 and relevant portions of Parts 117, 135, 91, and 61 of the FAR. The text emphasizes Instrument Flight Rules (IFR) flight operations, particularly useful to instrument-rated pilots and aircraft Dispatchers. The Second Edition is extensively revised, with many new regulations covered from the years since the 1st Edition, one example of which is the

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newer Rest Requirements regulations for airline crews and other air carrier employees. A college text, ideal for Air Carrier Flight Operations or Airline Operations courses, this book also provides excellent preparation for airline interviews and initial pilot and dispatcher training."

An expose of the airline industry covers such events as the rise of Southwest Airlines, Pan Am's attempt to take over National, and the battle between British Airways and Virgin Air

Human Factors for General Aviation helps pilots analyze why accidents happen by covering such topics as how to identify cockpit design problems, how your eyes and ears gather information, what factors affect your decision making, how to use cockpit resources effectively, plus much more.

A controversial business executive shares his personal history, his ideas on management and leadership, and his program for selecting a management team and making a business profitable. Reprint. 75,000 first printing.

Southwest Airlines has a secret sauce, namely its incredible workforce of leaders at all levels. Lessons in Loyalty is an insider's clear, concise and energizing teachable point of view on how to build such a winning team.

When Southwest Airlines made its inaugural flight on June 18, 1971, experts predicted that the company wouldn't last more than ninety days. Some thirty-two years later, Southwest is the beleaguered airline Industry's only profitable major company-"Money magazine has named Southwest Airlines' common stock the premier Investment of the last thirty years. Now Southwest's founding president and CEO (1970-78),

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Lamar Muse, offers a definitive account of the airline's scrappy beginning. The principles and practices that assured the company's success were, largely, Muse's own. Those same winning strategies continue to sustain the company through the market's ups and downs, In "Southwest Passage, Muse delivers plain facts and informed opinions that replace convoluted outsider accounts of the company's history. For anyone wondering how the air Industry can renew itself, how Southwest achieved its dominance, or how business really works, this unique story has the answers.

A new collection of short fiction from the Edgar Award-winning author of *Devil in a Blue Dress* and *Trouble is What I Do*. With his extraordinary fiction and gripping television writing, Walter Mosley has proven himself a master of narrative tension. *The Awkward Black Man* collects seventeen of Mosley's most accomplished short stories to showcase the full range of his remarkable talent. Touching, contemplative, and always surprising, these stories introduce an array of imperfect characters—awkward, self-defeating, elf-involved, or just plain odd. In *The Awkward Black Man*, Mosley overturns the stereotypes that corral black male characters and paints subtle, powerful portraits of unique individuals. In "The Good News Is," a man's insecurity about his weight gives way to illness and a loneliness so intense that he'd do anything for a little human comfort. "Pet Fly," previously published in the *New Yorker*, follows a man working as a mailroom clerk—a solitary job for which he is overqualified—and the unforeseen repercussions he endures when he attempts to forge a new connection.

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And "Almost Alyce" chronicles failed loves, family loss, alcoholism, and a Zen approach to the art of begging that proves surprisingly effective.

Describes the management principles used by the express mail company, including "The first rule is to change the rules"

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