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The Southwest Airlines Way by Jody Hoffer Gittel

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The Southwest Airlines Way book by Jody Hoffer Gittel

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If you've wondered what's behind Southwest Airlines' uncommon

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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.

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BOOK REVIEW: "The Southwest Airlines Way" by Jody Hoffer Gittel The low cost model has become so ubiquitous today that it's quite easy to forget that, when Southwest airlines set up in 1971, its business model was quite revolutionary.

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

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...

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

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

'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

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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

"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

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implemented in any organization, and explains how to: lead with credibility and ...

The Southwest Airlines Way : Jody Hoffer Gittel ...

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: Using the Power of ...

Based on extensive research, Jody Hoffer Gittel's *The Southwest Way* is filled with actual examples of business process at Southwest as compared to other airlines. The reader can easily see how basic practices based on internal values at Southwest, such as, investing in leadership development and people have made such a big difference.

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