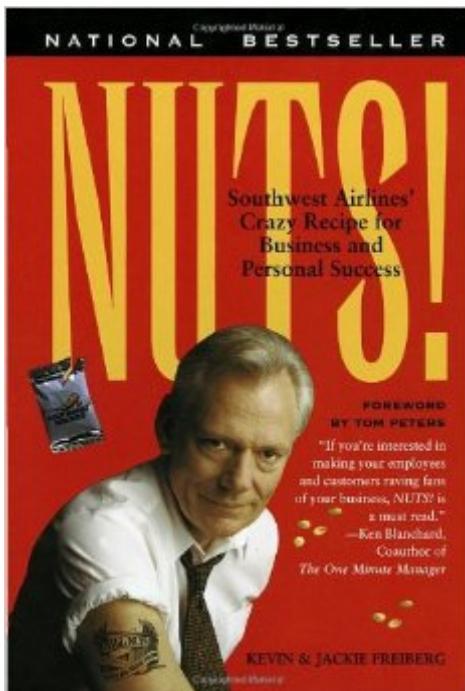


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# Nuts!: Southwest Airlines' Crazy Recipe For Business And Personal Success



## **Synopsis**

Twenty-five years ago, Herb Kelleher reinvented air travel when he founded Southwest Airlines, where the planes are painted like killer whales, a typical company maxim is "Hire people with a sense of humor," and in-flight meals are never served--just sixty million bags of peanuts a year. By sidestepping "reengineering," "total quality management," and other management philosophies and employing its own brand of business success, Kelleher's airline has turned a profit for twenty-four consecutive years and seen its stock soar 300 percent since 1990. Today, Southwest is the safest airline in the world and ranks number one in the industry for service, on-time performance, and lowest employee turnover rate; and Fortune magazine has twice ranked Southwest one of the ten best companies to work for in America. How do they do it? With unlimited access to the people and inside documents of Southwest Airlines, authors Kevin and Jackie Freiberg share the secrets behind the greatest success story in commercial aviation. Read it and discover how to transfer the Southwest inspiration to your own business and personal life.

## **Book Information**

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## **Customer Reviews**

The authors of "NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success", Kevin and Jackie Freiberg, came up with a captivating and hilarious book that reveal the ingredients that have made Southwest Airlines such a consistent success story. This is an airline that has defied industry norms of either red ink on the bottom line or very low profit margins of 1-4 percent. The airline invented its own business model avoiding the usual management fads such as business

process reengineering, total quality management, change management and balanced business scorecard, among others. The authors vividly describe the epic struggles the airline founders had to go through during the early years in their attempt to be allowed to provide passengers with value for their money, to enable hardworking people who had never flown before to be able to fly, to allow passengers to enjoy flights in the company of a team of happy cabin and cockpit crews who are all keen to delight the customer. Entrepreneurs in any industry struggling to establish their businesses under the weight of ridiculous laws and red tape and big businesses that seek to reap monopoly or oligopoly profits will take comfort from the realization that with persistence, perseverance, determination, self-confidence, hard work and the desire to provide exceptional services to customers using dedicated and motivated workforce, they will always win in the end. The book shows that a business that is innovative, has an intense liking of its people, enjoy delighting its customers, have a clear strategy articulated by visionary leaders is bound to be very successful and prosperous.

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