



Southwest Airlines (Corporations That Changed the World)

Chris Lauer

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Southwest Airlines turns in-depth interviews with the company's leaders, managers, employees, and passengers into a powerful case study of this highly successful, game-changing business. Ranging from the early days of the company to the present, the book covers the history of the airline and its founders, while also detailing the unique corporate culture that attracts employees and passengers alike.

Throughout its history, Southwest has championed a culture that puts employees first, creating a productive workforce by hiring for "attitude before aptitude" (because skills can be taught) and allowing employees to be themselves at work. The founders' philosophies of "servant leadership" and a "fun-LUVing" attitude continue to attract employees and influence the company's daily work today. In detailing the airline's inner workings in the words of its own people, this book shows other companies how they can emulate Southwest's powerful business model and strategies, as well as its hiring practices and corporate culture.

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