

[PDF] From Worst To First: Behind The Scenes Of Continental's Remarkable Comeback

Gordon Bethune - pdf download free book

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Description:

What do you do if you're running the worst airline in the country, one that customers hate and that's been through Chapter 11 twice in the last 10 years? If you're lucky, you'll call Gordon Bethune. Before Bethune arrived, Continental had been ravaged by the likes of Frank Lorenzo and airline deregulation--it was considered the laughingstock of the airline industry in the United States. Under Bethune's leadership, Continental turned itself around to become one of the most respected and reliable airlines in the industry. *From Worst to First* describes how Bethune, with a lot of luck and the right combination of people, was able to transform Continental from an also-ran into an award-

winning company. --*Harry C. Edwards*

Review "In his new book FROM WORST TO FIRST, Continental Airlines CEO Gordon Bethune tells how he led Continental's transformation into an award-winning carrier after years as an unprofitable airline that angered employees and customers."—USA Today

"Some of Bethune's prescriptions are refreshingly straightforward... Bethune includes some fresh examples of his plain-spoken management style."—Business Week

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