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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 Summary | Jody Hoffer Gittel

"*The Southwest Airlines Way*" is an outstanding book which looks at the reasons that Southwest Airlines is so successful. It's not just a cheerleading book for Southwest, but actually describes in detail a study which proves that the techniques used at Southwest result in better business performance when compared to United, Continental and American.

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Executive Summary of the book By "Southwest Airlines Way" • Power of relationships to performance by Ramki ramaddster@gmail.com 2. About the Author Jody Hoffer Gittel is an associate professor of Management at Brandeis University's Heller School for Social Policy and Management, & serves as Director of the Relational Coordination Research ...

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Gittel, Jody. The Southwest Airlines Way: Using the Power of Relationships to Achieve High Performance. McGraw-Hill Trade. December 19, 2002. The key to Southwest Airlines' success is the high performance relationships based on shared goals, shared knowledge and mutual respect among all levels of management, employees, and suppliers.

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The Southwest Airlines Way explores the policies, strategies, and techniques that have led to Southwest's success and explains how these proven methods can be put to work in any organization. It explains how American, Continental, United, and other airlines have tried to imitate Southwest--and why they have failed.

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