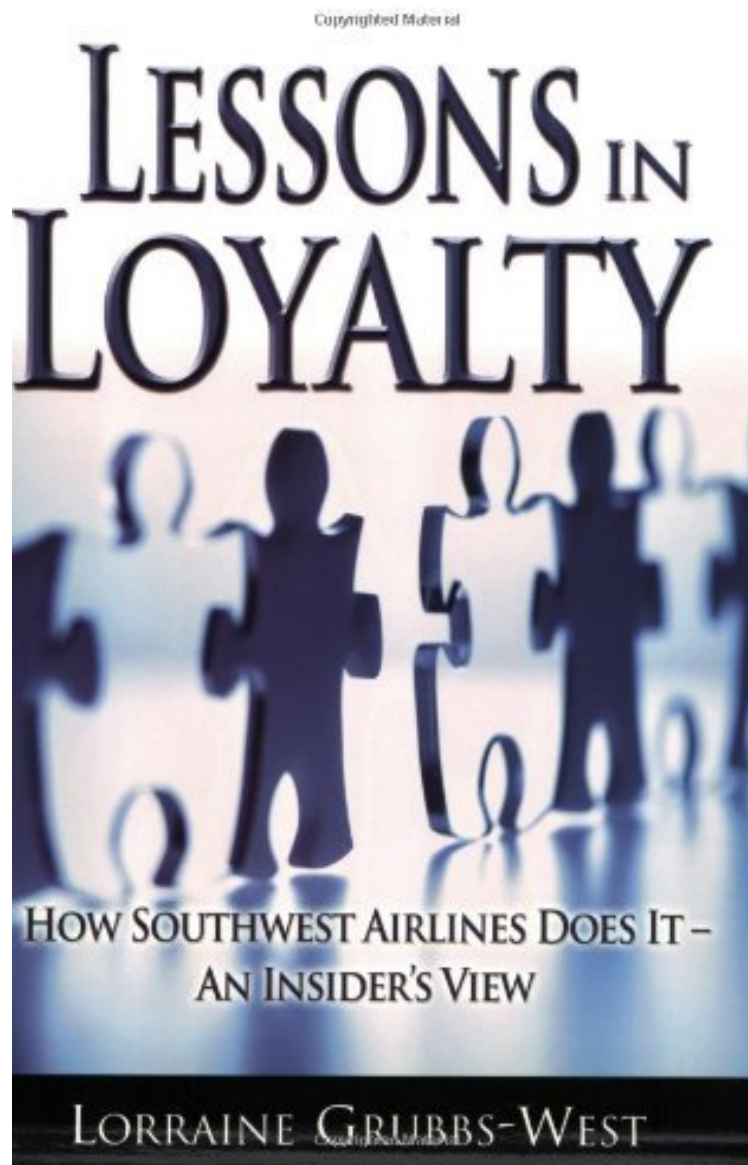


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Lessons in Loyalty: How Southwest Airlines Does It - An Insider's View

Lorraine Grubbs-West

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Without a doubt, Southwest Airlines' phenomenal culture has become the envy of most of American CEOs. The Dallas-based airline's unprecedented success, its ability to survive where others fail and its continued tradition of service excellence has garnered awards from every possible corner of a highly-competitive industry. The question is, how did it happen? After her retirement, Lorraine Grubbs-West -- a former Southwest Airlines VP -- took a look back at her 15-year tenure with Southwest Airlines. In her book, *Lessons in Loyalty*, she highlights some of the unique and successful business strategies that moved the company from an upstart start-up in a well-established field to more than 30 years of profitability and the recognized leader in today's passenger aviation industry. In view of the challenges that continue to confront American business today, this book may be -- as they say -- just what the doctor ordered. Its brevity, easy-to-read format and straight-forward approach makes *Lessons in Loyalty* a primer for any firm wanting to build a loyal workforce capable of making the right things happen. But Grubbs-West makes her book an interesting journey of indelible wisdom, as well, designed especially for the busy business leader.