

Nuts Kevin Freiberg

Kevin and Jackie Freiberg began studying Southwest Airlines when Kevin was a doctoral student. This lively, funny and, at times, moving book is full of information about the origins of Southwest Airlines, what makes it unique and how it fights hard to keep its family-based culture, despite having more than 33,000 employees.

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Nuts!: Southwest Airlines' Crazy Recipe for Business and ...

About Nuts! 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.

Nuts! by Kevin Freiberg, Jackie Freiberg ...

Kevin and Jackie Freiberg are principals of the San Diego Consulting Group, Inc., a professional speaking and management consulting firm whose clients include Merrill Lynch, the United States Marine Corp, Arthur Andersen, GTE, and Southwest Airlines.

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Nuts! by Dr. Kevin Freiberg, PhD starting at \$0.99. Nuts! has 2 available editions to buy at Alibris UK

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Southwest Airlines' Crazy Recipe for Business and Personal Success. Southwest Airlines is the world's largest low-cost airline. And management consultants Kevin and Jackie Freiberg have written "Nuts!" to teach you how they got there.

Nuts! PDF Summary - Kevin & Jackie Freiberg | 12min Blog

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