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MAIN IDEA By any measure, Southwest

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Airlines has been the standout success story of the U.S. airline industry . Among its accomplishments: n In a highly volatile industry, Southwest has been profitable every year except for the year in which it was established. That

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The spirit of mission at Southwest Airlines is defined as a "warrior spirit" -- a cumulative effort by the entire workforce designed to facilitate a family-like atmosphere all the way around, from management to subordinates to customers: all are treated like members of one big family -- such is the basic environment in which the airline's

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people-management strategy is situated (Gallo, 2013).

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Introduction. 3. Profile of a Successful Company. 3. Conclusion. 7. References. 8 . Introduction. South West Airlines are one of the pioneer's of providing

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affordable and best scheduled airline services in USA. In the early 1970's, when the domestic airlines business in the USA was not so famous and people would love to travel from other modes of transportation, an innovative thinker and ...

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Abstract. Southwest Airlines is a somewhat different example of a business model pioneer—and indeed, one may ask if the company is a pioneer at all: neither was Southwest the first to offer intrastate flights on its home market, Texas, nor was it the first to experiment with low-cost flights.

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Southwest Airlines Strategic Practices  
Marion L. Boston MGT 450 Strategic  
Planning for Organizations Instructor:  
Mark Bojeun April 4, 2011 Introduction  
Southwest Airlines' company strategy  
consists of competitive moves and  
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developed to attract and please customers, conduct operations, grow the business, and achieve performance objectives (J. Gamble & A ...

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The Southwest Airlines way. Using the power of relationships to achieve high performance. Retrieved September 12, 2012, from <http://www.theclci.com/resources/TheSouthwestAirlinesWay.PDF>  
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