

# **Southwest Airlines (Corporations That Changed** the World)

Chris Lauer



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#### Southwest Airlines (Corporations That Changed the World) Chris Lauer

Using the words of its own people, this intriguing book provides an in-depth look at the incredibly successful airline that changed the rules of the game with a no-frills business model and innovative corporate culture.

- Includes interviews with passengers, employees, managers, and a Southwest Airlines executive
- Presents photos of people and places at Southwest Airlines



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