



From Worst to First: Behind the Scenes of Continental's Remarkable Comeback

By Gordon Bethune

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The numerous anecdotes alone are worth the price of the book . . . most readers will find themselves asking why everyone doesn't run a business as preached by the chief executive of Continental Airlines.-The Washington Post Book World

. . . in an age where managing seems increasingly complicated, some of Bethune's prescriptions are refreshingly straightforward.-Business Week

From Worst to First outlines Gordon Bethune's triumphs . . . about the turnaround he's led at Continental, a perennial basket case that's become an industry darling.-The Atlanta Journal-Constitution

From Worst to First is [Gordon Bethune's] story of Continental Airlines' turnaround under his command . . . The blueprint has worked . . . Fortune magazine named Continental the company that has 'raised its overall marks more than any other in the 1990s.'-The Seattle Post-Intelligencer

All of Gordon Bethune's proceeds from this book will be donated to the We Care Trust, a nonprofit organization that assists Continental Airlines' employees and their families in times of need.

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From Worst to First: Behind the Scenes of Continental's Remarkable Comeback By Gordon Bethune Bibliography

- Sales Rank: #196822 in Books
- Published on: 1999-08-16
- Released on: 1999-08-16
- Original language: English
- Number of items: 1
- Dimensions: 8.98" h x .81" w x 5.98" l, 1.00 pounds
- Binding: Paperback
- 304 pages

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Editorial Review

Amazon.com Review

What do you do if you're running the worst airline in the country, one that customers hate and that's been through Chapter 11 twice in the last 10 years? If you're lucky, you'll call Gordon Bethune. Before Bethune arrived, Continental had been ravaged by the likes of Frank Lorenzo and airline deregulation--it was considered the laughingstock of the airline industry in the United States. Under Bethune's leadership, Continental turned itself around to become one of the most respected and reliable airlines in the industry. *From Worst to First* describes how Bethune, with a lot of luck and the right combination of people, was able to transform Continental from an also-ran into an award-winning company. --*Harry C. Edwards*

Review

In his new book *FROM WORST TO FIRST*, Continental Airlines CEO Gordon Bethune tells how he led Continental's transformation into an award-winning carrier after years as an unprofitable airline that angered employees and customers. -USA Today

"Some of Bethune's prescriptions are refreshingly straightforward... Bethune includes some fresh examples of his plain-spoken management style." -Business Week

From the Publisher

Continental Airlines knows what "rock-bottom" means. The struggling airline company went to bankruptcy court, not once but twice, and the employees used to rip off the corporate logos from their uniforms. But, thankfully, Gordon Bethune took a gamble and decided to turn the company around--really around. Since Bethune has taken over the helm, Continental has been rated first or second in baggage handling, on-time performance, and receiving the fewest customer complaints. Employee morale and profits are way up, and the airline has been dubbed "Airline of the Year" by Air Transport World magazine. So, what's Bethune's secret? Excellent management and leadership skills, and a healthy dose of common sense. In this book, Bethune explains all of his business ideas and strategies for the first time.

Users Review

From reader reviews:

Bill Kelly:

This *From Worst to First: Behind the Scenes of Continental's Remarkable Comeback* book is not really ordinary book, you have after that it the world is in your hands. The benefit you will get by reading this book is usually information inside this reserve incredible fresh, you will get facts which is getting deeper you actually read a lot of information you will get. This particular *From Worst to First: Behind the Scenes of Continental's Remarkable Comeback* without we recognize teach the one who looking at it become critical in considering and analyzing. Don't end up being worry *From Worst to First: Behind the Scenes of Continental's Remarkable Comeback* can bring if you are and not make your handbag space or bookshelves' become full because you can have it in the lovely laptop even cell phone. This *From Worst to First: Behind the Scenes of Continental's Remarkable Comeback* having great arrangement in word and layout, so you will not really feel uninterested in reading.

Wendell Darnell:

Reading a guide tends to be new life style on this era globalization. With reading through you can get a lot of information that may give you benefit in your life. With book everyone in this world can certainly share their idea. Guides can also inspire a lot of people. A lot of author can inspire their particular reader with their story as well as their experience. Not only the story that share in the ebooks. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your kids, there are many kinds of book which exist now. The authors in this world always try to improve their expertise in writing, they also doing some analysis before they write to the book. One of them is this From Worst to First: Behind the Scenes of Continental's Remarkable Comeback.

Jacob Hill:

In this era globalization it is important to someone to obtain information. The information will make a professional understand the condition of the world. The healthiness of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, classifieds, book, and soon. You can observe that now, a lot of publisher this print many kinds of book. The particular book that recommended to your account is From Worst to First: Behind the Scenes of Continental's Remarkable Comeback this e-book consist a lot of the information with the condition of this world now. This specific book was represented how does the world has grown up. The dialect styles that writer use for explain it is easy to understand. Typically the writer made some research when he makes this book. This is why this book acceptable all of you.

Ophelia Ellis:

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