

Flying for peanuts

Literature



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It is important to mention that while reading the book, one would learn about Irma, the person who formulated the customers' service policy of the organization which has made them the favorite airline among virtually ordinary America in the United States. One must also mention that this policy is rather outside the unconventional.

Perhaps like the approach adopted by Southwest Airlines, the style adopted by the author of the book, Marty Thompson, is unconventional. Humor is a very important feature of the book with which points are driven home. However, in spite of the jovial elements that can be found in the book, there is a central story. It is about Herbert Kelleher, the former Chairman of the Board of Directors and founder of Southwest Airlines (SWA) and how he was able to establish an airline that indeed had the passengers in mind. The secret is an open one. The members of staff are well-motivated. The airline is also able to get people with low income to travel by air when they decided to remove some of the perks that conventionally accompanied flight. Of course, people who are of low income would prefer to travel cheap than to have additives like meals during trip added.

Like other airlines they have planes, you buy a ticket, wait in line, check-in your bag, wait in line, board, wait in line. Nevertheless, the similarities end with the typical airline's way of doing business and begin with the unique conduct of Southwest employees. Oh, yeah, First Class seating and in-flight meals—forget it! Like other airlines they have planes, you buy a ticket, wait in line, check-in your bag, wait in line, board, wait in line. Nevertheless, the similarities end with the typical airline's way of doing business and begin

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with the unique conduct of Southwest employees. Oh, yeah, First Class seating and in-flight meals—forget it! Thompson (1 & 2)

“ Flying for Peanuts” should be recommended for those that have always wanted to read a book that will make them laugh. As they laugh, they will also get insight into the dynamic public relation and staff proficiency at Southwest Airlines. In case one has also wondered how to play and work (in business) can mix very well without any challenge, the book to read would be " Flying for Peanuts."