

From Worst to First: Behind the Scenes of Continentals Remarkable Comeback



The numerous anecdotes alone are worth the price of the book . . . most readers will find themselves asking why everyone doesnt 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 Bethunes prescriptions are refreshingly straightforward.-Business Week From Worst to First outlines Gordon Bethunes triumphs . . . about the turnaround hes led at Continental, a perennial basket case thats become an industry darling.-The Atlanta Journal-Constitution From Worst to First is [Gordon Bethunes] 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 Bethunes 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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