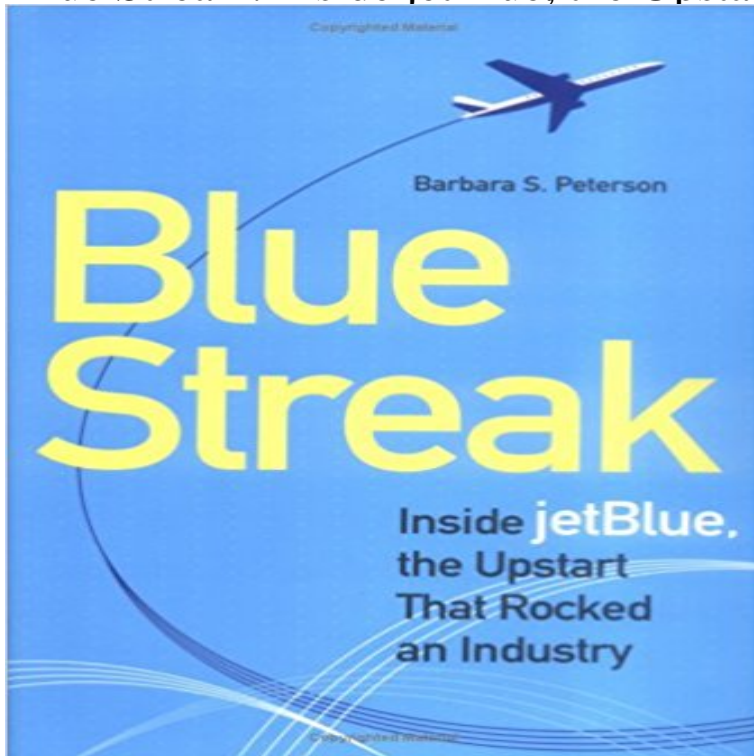


Blue Streak : Inside jetBlue, the Upstart that Rocked an Industry



Five years ago, an unknown entrepreneur named David Neeleman uprooted his wife and nine kids from Utah to New York to start a revolutionary airline that would make jaded travelers fall in love with flying again. Against all odds, Neeleman has succeeded beyond his wildest dreams. JetBlue Airways has already reached \$1 billion a year in sales, is consistently profitable despite the worst downturn in aviation history, and has the highest consumer ratings in the business. Barbara S. Peterson has been reporting on JetBlue since before its first plane took off. She's the only book author to gain full access to all the major players in the story, including the CEO and his inner circle. She even got to participate in flight attendant training for a rare inside look at JetBlue's unusual corporate culture. Blue Streak is the definitive book on what makes this hot company tick and why JetBlue's customers are so fiercely loyal. (It's not just the leather seats and individual TV screens.) This is a fun, exciting narrative about a tight band of true believers who dared to try a new approach to a tough business. Blue Streak also offers a fascinating look at the decline of American, Delta, and the other airlines that used to be on top.

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