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PORTER HICKS

John Wiley & Sons

No matter where we work or what we do, there is no stopping the fact that, at some point in our lives, we will encounter a crisis. How an individual responsible for dealing with these types of situations reacts is ultimately the deciding factor as to whether or not they come out safely on the other side. Crisis Management: The Art of Success and Failure focuses on different types of crises, symptoms, and models that recurrently threaten business and political environments. Pulling from no better teacher than history itself, Crisis Management is broken into 30 case studies that provide analysis and theoretical approaches that explore both successful and unsuccessful examples of management in the midst of crisis. While focusing primarily on business and politics, Crisis Management is a powerful tool for all readers who wish to understand how to better tackle crises when they arise. Learning how to remain calm and deal with critical situations is a skill that can be learned and mastered.

Management with Online Study Tools 12 Months John Wiley & Sons

IDEO founder and Stanford d.school creator David Kelley and his brother Tom Kelley, IDEO partner and the author of the bestselling *The Art of Innovation*, have written a powerful and compelling book on unleashing the creativity that lies within each and every one of us. Too often, companies and individuals assume that creativity and innovation are the domain of the "creative types." But two of the leading experts in innovation, design, and creativity on the planet show us that each and every one of us is creative. In an incredibly entertaining and inspiring narrative that draws on countless stories from their work at IDEO, the Stanford d.school, and with many of the world's top companies, David and Tom Kelley identify the principles and strategies that will allow us to tap into our creative potential in our work lives, and in our personal lives, and allow us to innovate in terms of how we approach and solve problems. It is a book that will help each of us be more productive and successful in our lives and in our careers.

Scaling Up Excellence Kogan Page Publishers

Most leaders know that a winning, engaged culture is the key to attracting top talent—and customers. Yet, it remains elusive how exactly to create this ideal workplace—one where everyone from the front lines to the board room knows the company's values and feels comfortable and empowered to act on them. Based on Ann Rhoades' years of experience with JetBlue, Southwest,

and other companies known for their trailblazing corporate cultures, *Built on Values* reveals exactly how leaders can create winning environments that allow their employees and their companies to thrive. Companies that create or improve values-based cultures can become higher performers, both in customer and employee satisfaction and financial return, as proven by Rhoades' work with JetBlue, Southwest Airlines, Disney, Loma Linda University Hospitals, Doubletree Hotels, Juniper Networks, and P.F. Chang's China Bistros. *Built on Values* provides a clear blueprint for how to accomplish culture change, showing: How to exceed the expectations of employees and customers How to develop a Values Blueprint tailored to your organization's goals and put it into action Why it's essential to hire, fire, and reward people based on values alone, and How to establish a discipline for sustaining a values-centric culture *Built on Values* helps companies get on the pathway to greatness by showing the exact steps for either curing an ailing company culture or creating a new one from scratch.

The 10 Laws of Trust Pearson Prentice Hall

Brand success can be managed What distinguishes a brand-name product from no-name competitors? How can companies assess and enhance the value of their brands? What steps can executives take to manage their brands successfully? Reliable answers to these and other questions can be found with the proven BrandMatics-Konzept from McKinsey. Now in its third revised and enhanced edition, *Power Brands* incorporates many recent advances in the field: New research on the evolution of brand relevance - both in B2C and B2B. Two modular additions to the proven brand purchase funnel framework. All-new chapters on brand delivery, MROI, and digital brand management. Dozens of new case studies - from insights generation to brand promise definition. Six new in-depth interviews with distinguished international brand managers.

Hug Your Haters John Wiley & Sons

Gold Medal Winner, Success and Motivation, 2011 Axiom Business Book Awards Insight from leaders who experienced major setbacks and redefined success In tough economic times, when careers are derailed and leaders are forced to rewrite their professional plans, this book enlightens and uplifts. *Comebacks* features an all-star cast of ten leaders who endured setbacks-for some a public fall in the midst of media scrutiny-then reassessed and moved ahead with new purpose. Based on revealing interviews, the book presents a behind-the-headlines glimpse into the lives of leaders; how they drew upon resources, both internal and external, to move on; and the lessons that helped them redefine success. Leaders profiled include: Jacques Nasser, former CEO of Ford Motor Co., recently appointed Chairman of BHP Billiton, the world's largest natural resources company Patricia

Dunn, former Chair of Hewlett-Packard, vilified for her alleged role in corporate espionage only to be exonerated from all charges, today active in philanthropy Jamie Dimon (JP Morgan), Herbert "Pug" Winokur (Enron Corp.), David Neeleman (JetBlue), and more Redmond, a top executive recruiter, and Crisafulli, author of *The House of Dimon*, show how all leaders face adversity, but true leaders turn adversity into success.

HBR Emotional Intelligence Boxed Set (6 Books) (HBR Emotional Intelligence Series) HarperCollins Leadership

The Founder of JetBlue. The former CEO of Dell Computers. The CEO of Deloitte & Touche. The former Dean of the Harvard Business School. They all have one thing in common. They are devout Mormons who spend their Sundays exclusively with their families, never work long hours, and always put their spouses and children first. How do they do it? Critically acclaimed author and investigative journalist Jeff Benedict (a Mormon himself) examines these highly successful business execs and discovers how their beliefs have influenced them, and enabled them to achieve incredible success. With original interviews and unparalleled access, Benedict shares what truly drives these individuals, and the invaluable life lessons from which anyone can benefit.

JetBlue Cengage AU

Imagine an epidemic that kills over one hundred Americans every day. Now stop imagining. Each year doctors and nurses kill nearly one hundred thousand Americans. By mistake. They operate on the wrong patients, prescribe the wrong drugs, and leave instruments inside body cavities after surgery. Meanwhile, hospitals spend billions on new gadgets, marble lobbies, and slick billboards even as safety continues to be ignored. Until now. *Internal Bleeding* exposes the dark secrets behind the glistening facade of modern medicine. Doctors Robert Wachter and Kaveh Shojania, professors at one of America's leading medical schools and two of the world's foremost authorities on medical mistakes, shatter the silence to tell the dramatic and compelling stories of real patients betrayed by a system they trusted to save them. Through these stories, the authors reveal the inner workings, gut-wrenching dilemmas, and heartbreaking tragedies of our overburdened, understaffed health care system. *Internal Bleeding* provides an insider's view of how professional caregivers think, feel, and operate—facts that every patient and family must know to avoid becoming just another "mistake." In the groundbreaking tradition of *Fast Food Nation*, *Internal Bleeding* paints a vivid and unforgettable picture of a system gone terribly wrong, and what doctors, nurses, hospital CEOs, and policy makers must do to make it right.

Harvard Business Review Crown Currency

The fundamental nature of a leader's work changes at the strategic level. Leaders currently working as strategic leaders or those aspiring to become strategic leaders must gain a fine appreciation for the effort and skills required at the strategic level. Moreover, they need to develop and hone their personal dimensions (including conceptual, social, and behavioral capacities; individual traits, attitudes and characteristics; and technical skills and business acumen), and acquire the new knowledge essential for success at the strategic level. This book is intended to help develop strategic leaders in each of these personal dimensions.

Built on Values HarperCollins Leadership

Wall Street Journal Bestseller "The pick of 2014's management books." –Andrew Hill, Financial Times

"One of the top business books of the year." –Harvey Schacter, The Globe and Mail Bestselling author, Robert Sutton and Stanford colleague, Huggy Rao tackle a challenge that determines every organization's success: how to scale up farther, faster, and more effectively as an organization grows. Sutton and Rao have devoted much of the last decade to uncovering what it takes to build and uncover pockets of exemplary performance, to help spread them, and to keep recharging organizations with ever better work practices. Drawing on inside accounts and case studies and academic research from a wealth of industries-- including start-ups, pharmaceuticals, airlines, retail, financial services, high-tech, education, non-profits, government, and healthcare-- Sutton and Rao identify the key scaling challenges that confront every organization. They tackle the difficult trade-offs that organizations must make between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization or program expands. They reveal how the best leaders and teams develop, spread, and instill the right mindsets in their people-- rather than ruining or watering down the very things that have fueled successful growth in the past. They unpack the principles that help to cascade excellence throughout an organization, as well as show how to eliminate destructive beliefs and behaviors that will hold them back. *Scaling Up Excellence* is the first major business book devoted to this universal and vexing challenge and it is destined to become the standard bearer in the field.

Creative Confidence Springer Nature

What if working like crazy to beat the competition did exactly the opposite, making you mediocre and more like the competition? In today's world of overabundant consumer choices and superfluous apps, upgrades, add-ons, and features, brands have become nearly identical, as their efforts to outdo one another have pushed them into a dizzying herd of indistinct options. Youngme Moon identifies the outliers, the mavericks, the iconoclasts—the players who have thoughtfully rejected orthodoxy in favor of an approach that is more adventurous. Some are even "hostile," almost daring you to buy what they are selling. Using her original research on companies such as IKEA and Google, Moon will inspire you to be counterintuitive and meaningfully different—to rethink your business strategy, to stop conforming and start deviating, to stop emulating and start innovating. Because to stand out you must become the exception, not the rule.

The Emerging Markets Century Crown Currency

The definitive guide to working with -- and surviving -- bullies, creeps, jerks, tyrants, tormentors, despots, backstabbers, egomaniacs, and all the other assholes who do their best to destroy you at work. "What an asshole!" How many times have you said that about someone at work? You're not alone! In this groundbreaking book, Stanford University professor Robert I. Sutton builds on his acclaimed Harvard Business Review article to show you the best ways to deal with assholes...and why they can be so destructive to your company. Practical, compassionate, and in places downright funny, this guide offers: Strategies on how to pinpoint and eliminate negative influences for good Illuminating case histories from major organizations A self-diagnostic test and a program to identify and keep your own "inner jerk" from coming out The No Asshole Rule is a New York Times, Wall Street Journal, USA Today and Business Week bestseller.

JetBlue Business Plus

Digital networks are changing all the rules of business. New, scalable, digitally networked business

models, like those of Amazon, Google, Uber, and Airbnb, are affecting growth, scale, and profit potential for companies in every industry. But this seismic shift isn't unique to digital start-ups and tech superstars. Digital transformation is affecting every business sector, and as investor capital, top talent, and customers shift toward network-centric organizations, the performance gap between early and late adopters is widening. So the question isn't whether your organization needs to change, but when and how much. *The Network Imperative* is a call to action for managers and executives to embrace network-based business models. The benefits are indisputable: companies that leverage digital platforms to co-create and share value with networks of employees, customers, and suppliers are fast outpacing the market. These companies, or network orchestrators, grow faster, scale with lower marginal cost, and generate the highest revenue multipliers. Supported by research that covers fifteen hundred companies, authors Barry Libert, Megan Beck, and Jerry Wind guide leaders and investors through the ten principles that all organizations can use to grow and profit regardless of their industry. They also share a five-step process for pivoting an organization toward a more scalable and profitable business model. *The Network Imperative*, brimming with compelling case studies and actionable advice, provides managers with what they really need: new tools and frameworks to generate unprecedented value in a rapidly changing age.

Diferente Business Plus

Are purpose and profit in conflict, or can both be achieved simultaneously with the right mindset and tools? What are the forces that are reshaping the relationship between the two? What can we all do to strengthen the relationship between purpose and profit as entrepreneurs, managers, employees, consumers, and investors? Backed by cutting-edge research, *Purpose and Profit* provides answers to these fundamental questions that are increasingly defining the business landscape all around the world. Distinguished Harvard Business School Professor George Serafeim takes readers on a research-driven journey to understand: How and why environmental and social issues are becoming increasingly relevant for organizations worldwide; The ways that companies can design and implement strategies that generate greater impact; The six archetypes of value creation enabled by these new trends; The role of investors in driving greater recognition of ESG issues; and How we can all look at the choices we make and careers we pursue in a way that maximizes purpose and profit in our own lives.

Ebook: Corporate Communication Simon and Schuster

Samson/Daft/Donnet's Management is a robust foundation text providing a balance of broad, theoretical content with an engaging, easy-to-understand writing style. It covers the four key management functions - planning, organising, leading and controlling - conveying to students the elements of a manager's working day. Along with current management theory and practice, the authors integrate coverage of innovation, entrepreneurship, agile workplaces, social media and new technology throughout. This sixth edition features a new author on the team and contains updates to content based on recent research. Real-life local and international examples showcase the ongoing changes in the management world. Focusing on a 'skills approach', they bring concepts to life for students, supporting motivation, confidence and mastery. Each part concludes with a contemporary continuing case study, focusing on car company Toyota as it faces managerial challenges and opportunities in the region.

The Global Airline Industry Editora Best Seller

"And you thought the passengers were mad. Airline employees are fed up, too-with pay cuts, increased workloads and management's miserly ways, which leave workers to explain to often-enraged passengers why flying has become such a miserable experience."—*The New York Times*, December 22, 2007 When both an industry's workers and its customers report high and rising frustration with the way they are being treated, something is fundamentally wrong. In response to these conditions, many of the world's airlines have made ever-deeper cuts in services and their workforces. Is it too much to expect airlines, or any other enterprise, to provide a fair return to investors, high-quality reliable service to their customers, and good jobs for their employees? Measured against these three expectations, the airline industry is failing. In the first five years of the twenty-first century alone, U.S. airlines lost a total of \$30 billion while shedding 100,000 jobs, forcing the remaining workers to give up over \$15 billion in wages and benefits. Combined with plummeting employee morale, shortages of air traffic controllers, and increased congestion and flight delays, a total collapse of the industry may be coming. Is this state of affairs inevitable? Or is it possible to design a more sustainable, less volatile industry that better balances the objectives of customers, investors, employees, and the wider society? Does deregulation imply total abrogation of government's responsibility to oversee an industry showing the clear signs of deterioration and increasing risk of a pending crisis? Greg J. Bamber, Jody Hoffer Gittell, Thomas A. Kochan, and Andrew von Nordenflycht explore such questions in a well-informed and engaging way, using a mix of quantitative evidence and qualitative studies of airlines from North America, Asia, Australia, and Europe. *Up in the Air* provides clear and realistic strategies for achieving a better, more equitable balance among the interests of customers, employees, and shareholders. Specifically, the authors recommend that firms learn from the innovations of companies like Southwest and Continental Airlines in order to build a positive workplace culture that fosters coordination and commitment to high-quality service, labor relations policies that avoid long drawn-out conflicts in negotiating new agreements, and business strategies that can sustain investor, employee, and customer support through the ups and downs of business cycles.

Strategic Brand Engagement John Wiley & Sons

Gold Medal Winner, Success and Motivation, 2011 Axiom Business Book Awards Insight from leaders who experienced major setbacks and redefined success In tough economic times, when careers are derailed and leaders are forced to rewrite their professional plans, this book enlightens and uplifts. *Comebacks* features an all-star cast of ten leaders who endured setbacks-for some a public fall in the midst of media scrutiny-then reassessed and moved ahead with new purpose. Based on revealing interviews, the book presents a behind-the-headlines glimpse into the lives of leaders; how they drew upon resources, both internal and external, to move on; and the lessons that helped them redefine success. Leaders profiled include: Jacques Nasser, former CEO of Ford Motor Co., recently appointed Chairman of BHP Billiton, the world's largest natural resources company Patricia Dunn, former Chair of Hewlett-Packard, vilified for her alleged role in corporate espionage only to be exonerated from all charges, today active in philanthropy Jamie Dimon (JP Morgan), Herbert "Pug" Winokur (Enron Corp.), David Neeleman (JetBlue), and more Redmond, a top executive recruiter, and Crisafulli, author of *The House of Dimon*, show how all leaders face adversity, but true leaders turn

adversity into success.

Nincompoopery Penguin

Designing and Executing Strategy in Aviation Management is designed to provide an intensely practical guide to this critically important topic. Comprehensive in coverage and easy-to-read in style, it allows both professionals and students to understand the principles and practicalities of crafting and executing business strategies with an aviation context. The result is a comprehensive and multifaceted teaching/learning package, which includes applied case studies on a wide range of airlines and aviation businesses, setting out how these organizations deal with strategy formulation and implementation in critical areas. Topics covered include: corporate strategy, generic strategy, competitive strategy, internal and external environment assessment, mergers, alliances, safety and security. Written directly for both aviation professionals and student courses in aviation strategy, aviation management and aviation operations, it will also be of great interest to aviation professionals in a variety of different fields, including airlines, corporate aviation, consultancy, etc., as well as academics within the field of aviation and those within the field of strategy and management science.

Comebacks John Wiley and Sons

A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In *The Innovator's DNA*, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (*The Innovator's Dilemma*, *The Innovator's Solution*, *How Will You Measure Your Life?*) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to

implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, *The Innovator's DNA* is an essential resource for individuals and teams who want to strengthen their innovative prowess.

Backstage Leadership Harvard Business Press

Most of us would recognize a star leader by their charisma, emotional intelligence and public communication prowess. What is truly impressive but often overlooked is the silent work of leadership that garners real results. Exercising influence in a complex and global organization – whilst also shaping and executing strategies across borders in a disruptive age – is the true mark of success as a leader. *Backstage Leadership* takes a comprehensive look at the background processes that leaders must master in order to shape the culture, direction and capability of a successful company. With an emphasis on strategy, the author provides an integrated toolkit for developing your knowledge and skills as a 'backstage leader.' You will learn how to: Mobilize people towards new strategic directions Scan your business environment for threats and disruptive forces Diagnose and help to shape the culture of your organization Develop talent and capabilities towards a specific goal. Focusing on the key and consistent underlying processes of leadership, this book is essential reading for managers who wish to bring focus and coherence to their leadership role and integrate themselves within the engine of the organization.

Purpose and Profit John Wiley & Sons

Corporate Communication, 6th Edition shows readers the importance of creating a coordinated corporate communication system, and describes how organizations benefit from important strategies and tools to stay ahead of the competition. Throughout the book, cases and examples of company situations relate to the chapter material. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.