

Blue Streak



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The definitive, behind-the-scenes story of the most innovative airline in America

A few years ago, an unknown entrepreneur named David Neelman uprooted his wife and nine kids from Utah to New York, dreaming of a bold new company that would make jaded travelers fall in love with flying again. Barbara S. Peterson has been reporting on JetBlue since the "Jet who?" days when few outsiders believed in the company. Drawing on exclusive interviews with more than seventy-five insiders, from mechanics on the tarmac to the CEO, she weaves together a dynamic story of how JetBlue has blended outstanding customer service, inspirational leadership, savvy marketing, and disciplined financial management to come out on top.

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