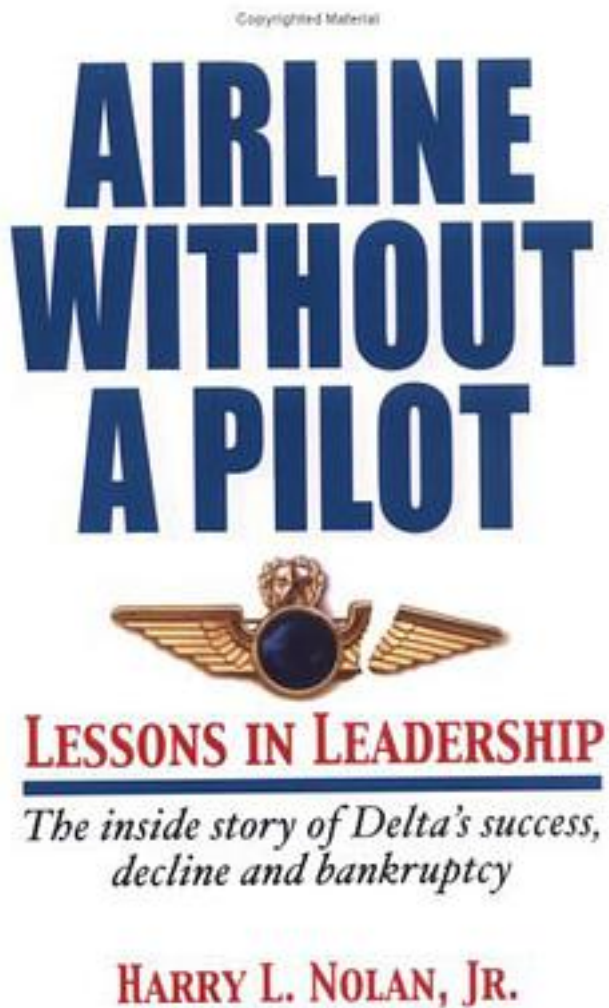


Airline Without a Pilot - Leadership Lessons/Inside Story of Delta's Success, Decline and Bankruptcy



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The no holds barred, inside story of Delta's success, decline and path to bankruptcy...the lessons learned...and what it needs to do to take off again. It gives fresh answers to the often asked question, "What happened to Delta?" This book goes behind the incessant news stories for unique, never before published facts and insights into a classic success story and tragedy. It is based on extensive research, including behind-the-scenes information from 59 members of the "Delta family," the author's in-depth personal knowledge as a member of that family, and his broad experience as a business executive and management consultant. While giving poignant examples from many companies, Delta Air Lines is the book's poster child of a Board of Directors' and a leader's dramatic effects on tens of thousands of people. The book examines the leadership decisions by each of Delta's 7 CEO's and its Board of Directors and then highlights the decisions that built a highly profitable company for decades and those that have brought it to bankruptcy. The book is not the typical trip down 'memory lane', the template of many books about a corporation. Nor is it like the dozens of books today that focus on the airline industry. Instead, it is about leadership. There are profound and valuable lessons in this book for any leader, whatever the future brings for Delta. It guides them to answers to the questions, "What lessons can I learn from Delta to be more successful?" and "What can I learn from Delta to make sure it doesn't happen to my organization?." It is also about a remarkable group of people. As the book shows, Delta employees and retirees have been shining examples of commitment to its heritage - Service and Hospitality From The Heart - even when constrained by ineffective leaders. Part of the tragedy is the price they are now paying and will be paying for that ineffective leadership. The book is co-dedicated to the thousands of Delta employees and retirees who love what Delta once was and hope the current leaders have what it takes to restore it. This book is a fascinating inside look at a major U.S. corporation from both a business and a human perspective.

作者介绍:

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