

Gordon Bethune

Author & Former Chairman and CEO of Continental Airlines

The Ultimate Turnaround: From Worst To First. Gordon Bethune chronicles his experience coming to work for Continental Airlines, a major carrier that consistently ranked last in every measurable airline performance metric, and bringing the failing carrier to the top of the airline industry.

Happy Employees Equals Happy Customers: Creating A Great Place To Work. Bethune talks about how to motivate a workforce to go above and beyond the call of duty and create an environment where people actually like coming to work—the keys to having satisfied customers.

Managing A Complex Operation: Keep It Simple! Bethune explains how to operate a successful airline, arguably the most complex business in the world, by sticking to the fundamentals of a simple business plan, treating employees with dignity and respect, and giving customers what they want and will pay for.
