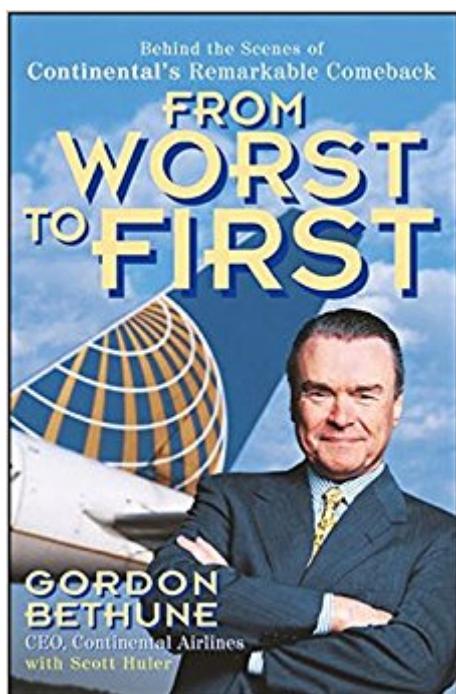


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# From Worst To First: Behind The Scenes Of Continental's Remarkable Comeback



## **Synopsis**

The numerous anecdotes alone are worth the price of the book . . . most readers will find themselves asking why everyone doesn't run a business as preached by the chief executive of Continental Airlines.-The Washington Post Book World . . . in an age where managing seems increasingly complicated, some of Bethune's prescriptions are refreshingly straightforward.-Business Week From Worst to First outlines Gordon Bethune's triumphs . . . about the turnaround he's led at Continental, a perennial basket case that's become an industry darling.-The Atlanta Journal-Constitution From Worst to First is [Gordon Bethune's] story of Continental Airlines' turnaround under his command . . . The blueprint has worked . . . Fortune magazine named Continental the company that has 'raised its overall marks more than any other in the 1990s.'-The Seattle Post-Intelligencer All of Gordon Bethune's proceeds from this book will be donated to the We Care Trust, a nonprofit organization that assists Continental Airlines' employees and their families in times of need.

## **Book Information**

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## **Customer Reviews**

What do you do if you're running the worst airline in the country, one that customers hate and that's been through Chapter 11 twice in the last 10 years? If you're lucky, you'll call Gordon Bethune. Before Bethune arrived, Continental had been ravaged by the likes of Frank Lorenzo and airline deregulation--it was considered the laughingstock of the airline industry in the United States. Under Bethune's leadership, Continental turned itself around to become one of the most respected and

reliable airlines in the industry. From Worst to First describes how Bethune, with a lot of luck and the right combination of people, was able to transform Continental from an also-ran into an award-winning company. --Harry C. Edwards --This text refers to the Digital edition.

In his new book **FROM WORST TO FIRST**, Continental Airlines CEO Gordon Bethune tells how he led Continental's transformation into an award-winning carrier after years as an unprofitable airline that angered employees and customers.-USA Today "Some of Bethune's prescriptions are refreshingly straightforward... Bethune includes some fresh examples of his plain-spoken management style."-Business Week

This is a simple to read book on how to get some traction to get things turned around. It's so good I read it once a year to remind myself why I need to stay on the goal, after reading it give it away to a staff member then buy another copy a year later. Sometimes it can be really simple stuff, but in larger companies the simple stuff can be forgotten in the politics and pressures of budgets. Good book, recommend it.

Outstanding book especially if you worked for Continental. Mr. Bethune did turn the airline around and Mr. Kellner provided continuity. The book was a bit repetitive, but I took that as reinforcing what he did for those interested in emulating him. The book is written more like a training manual rather than a story, some do not like this format which is understandable. For those who say anyone could have what Mr. Bethune did I suggest you look at the CEO's from Frank Lorenzo to Bob Ferguson and tell me why they did not do it. It was sad when Mr. Bethune left, it was sad when Mr. Kellner left. Not all CEO's are missed when they leave.

I purchased this book because United and Continental Airlines merged into one company and I wanted some back ground knowledge concerning Continental's trials and tribulations. My initial reaction was I found the repetition of issues and how they were addressed to be a bit unnecessary. I suppose the author wanted to emphasize the gravity of what they were up against, and that comes

across loud and clear. I do not want to repeat a lot of other well thought out reviews so I will skip to the main impression I came away with. If Gordon Bethune, the team of managers he was a part of, non-management groups, engineers, ground personnel, front line customer service and mechanics, as well as out side company suppliers, come together with one vision, then anything is possible. It takes knowledge, brutal honesty, integrity, an understanding that this is not about ME but for everyone who works in a company, and TRUST, that will create a great corporation. I particularly want to emphasize trust, because it seems that this is what is at the center of what Bethune is fighting to create and preserve. This seems so basic it borders on the ridiculous to even mention or question as to its roll in a successful organization, but this theme repeats itself in many forms in this book. Bethune understands though, that trust is earned, and when the pot has been scraped dry, the only tools available to you are to; have a deep understanding of what happened, address the issues directly with candor and forthrightness, apologize with sincerity, do not make accusations, honesty, truthfulness, humble, and ask for forgiveness. Once Continental started down this road it seemed that the final step for creating a healthy relationship was not to side step any issues, no matter how uncomfortable, but to address them openly and with candor. I enjoyed this book and recommend it to any one. As an after thought I want to say Continental/United Airlines are on a new path. It is going to be what it is. Hopefully, it won't be the typically dysfunctional relationship that represents a lot of the corporations in our America.

This really is a great book explaining how a airline was reversed from poor moral and profits to success both profit and moral.

Good book. Easy read.

This is a really easy read for anyone that works for/with people on regular basis. Especially beneficial for readers who seek advice from a professional who have already accomplished so much.

This book is great to refer to when business plans seem to not work. This book inspired me to be a servant leader capable of running an aviation company. I really suggest people who are in management to take this points to heart. It's easy to follow but a challenge to complete.

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