BOOKS ABOUT SOUTHWEST AIRLINES


Southwest Airlines is used as an example of hiring and promoting honest people. Hiring for values also contributes to its competitive advantage as well as combining fun with values.


Four letters from Southwest Airlines' Customer Relations department are included in this book of questions inspired by America's largest corporations.


The true tale of how the people of Southwest Airlines have created, nurtured and sustained a very special culture radically different from that of most other companies.


The key to Southwest Airlines' success is the high performance relationships based on shared goals, shared knowledge and mutual respect among all levels of management, employees, and suppliers.


Southwest Airlines is featured prominently in this book that describes those companies that dramatically outperform their competitors and achieve superior returns for their stockholders.


Mentions Herb Kelleher, Employee commitment, productivity, LUV, spirit, one of three best companies to work for.


Southwest Airlines is used as an example of how companies build their customer base and create targeted marketing programs in a move to generate grassroots support and customer loyalty.


Southwest Airlines is featured in the chapter titled “Lighten Up,” which is about using humor in the workplace.

SOUTHWEST AIRLINES ARTICLES

- A captain at Southwest Airlines talks about all the changes after 9/11. Katie has a very positive and ready-to-fly attitude.


- Story about the relationship between 5th grade students and Southwest pilot, Jim Davey.


- What Herb has accomplished for Southwest Airlines and his future plans with the airline. Herb selects Jim Parker and Colleen Barrett as his successors.


- The airlines at Midway Airport in Chicago offer travelers lower fares than the airlines at Chicago’s O’Hare Airport.


- Southwest Airlines is one of the healthiest and fastest-growing discount carriers in the nation.


- As Southwest Airlines celebrates ten years at BWI, the airline experienced its fastest growth spurt of its 32-year history at BWI.


- Southwest Airlines' Herb Kelleher is Chief Executive of the Year for 1999.


- Southwest has work ahead to remain the premier airline.


- What it takes to be a pilot at Southwest Airlines and how it is very distinct compared to other airlines.


- Interview with Colleen, discussing a variety of issues: herself, being president, and the past, present and future of Southwest Airlines.

- The Dallas Business Journal names Jim Parker and Colleen Barrett their first ever Business People of the Year. Jim Parker and Colleen Barrett “bucked a dire crisis in the nation’s airline industry with extraordinary skill, hiring rather than laying off employees and posting a profit in every quarter since the Sept. 11, 2001, terrorism attacks.”


- Mike and Nicole Lewis are the only father-daughter pilot crew at a major airline and among two percent of the nation's African American pilots.


- Southwest Airlines promotes services in Spanish and is responsible for 53% of passenger traffic from Ontario (California).


- After September 11, 2001, Jim Parker and Colleen Barrett throttle back on Southwest's growth while leading the airline industry.


- Why the people at Southwest Airlines are special and happy.


- How Southwest Airlines’ cost structure helps the airline stay profitable.


- An outline of how Southwest Airlines built its business model.


- Colleen writes about the values and politics of Southwest Airlines.


- With Southwest's move to Philadelphia, local travelers are guaranteed a sharp fall in the price of flights to cities Southwest serves.


- Colleen talks about the deeds and accomplishments she has at Southwest Airlines.

- Herb had plans to “throttle down” on October 1, 2001 then September 11, 2001, happened.


- Southwest Airlines is the best performing stock with the best 30-year return since 1972. If you invested $10,000 in 1972, that would be worth $10.2 million in 2002.


- Colleen Barrett was selected as one of the Top Women Executives in Texas.


- Southwest Airlines took top honors in the ninth Business Travel News Annual Airline Survey.


- Eileen Graham's daughter-in-law recollects the Southwest Airlines' flight in which Eileen had a massive stroke. The care and loving tenderness of the Southwest Airlines crew and passengers on the flight is heart-warming.


- Colleen Barrett is a devout servant leader who surpasses expectations with a passion for customer service.

Branch, Shelly; Borden, Mark; Maroney, Tyler; and Tarpley, Natasha. “The 100 Best Companies To Work For In America.” Fortune. January 11, 1999.

- “Swimming pools and surging pay may give employees a lift, but continual training and humane treatment get the best ones to stick around.”


- "What Kelleher and Southwest have done in an old economy industry offers lessons for dot-com founders and Fortune 500 executives alike."


- What would happen to Southwest Airlines when Herb leaves?


- Herb tells what it took to make Southwest Airlines a great company.

- Jim Parker was voted one of the ten most important people to watch in 2002 and beyond. A brief summary of him, his life, career, and Southwest Airlines.


- Southwest Airlines “never aspired to be the biggest; we’ve just aspired to be the best.”


- Gary Kelly talks about how Southwest Airlines stayed afloat after 9/11, made money, and did not furlough employees.


- People are in awe about how Herb works and manages Southwest Airlines. Kelleher is an inspiration.

"Chief Executive of the Year 1999." *Chief Executive.* September 1999.

- Party celebrates Herb Kelleher being the Chief Executive of the Year for 1999 (complete with photos).


- How Colleen Barrett leads 35,000 Southwest Airlines employees and 5.4 million passengers who fly on the airline monthly.


- Colleen Barrett gives advice and understanding about Southwest Airlines post-9/11. She talks about what she did after the attacks, how she started the patriotic commercials, and plans for the future.


- Southwest gives employees bonuses to relocate to its BWI and PHL airports.


- The life and career of Colleen C. Barrett.


- Colleen Barrett shares her personal credo.

- Women in the Economy interview Colleen Barrett about her advice for young women.


- Southwest Airlines is number six on The Top Ten List of America's Most Admired Companies.


- Herb and GE CEO Jack Welch discuss “how to create great companies and keep them that way.”


- Norfolk eagerly awaiting airline prices to drop- otherwise known as the Southwest Effect.


- Six women at Southwest Airlines are corporate officers.


- Southwest Airlines’ people set the airline apart from the others in the airline industry.


- Southwest Airlines intends to grow by 10% during the year of 2005.


- Gary Kelly faces incredible challenges ahead as Southwest's fifth chief executive officer.


- Southwest and Boeing have a long-standing partnership which is “outrageously” successful.


- Bill Rogers, Southwest’s representative to Boeing, believes in operating lean, treating everyone fairly, and partnering to find positive solutions.


- Southwest Airlines is the airline leading the airline industry in Internet revenue.


- Gary Kelly talks about how Southwest Airlines changed the airline industry.

- Southwest Airlines ranks as the 4th best company to work for in America.


- Southwest Airlines’ employees work harder and smarter than its money-losing rivals.


- Bob Pratt, the co-pilot for Southwest Airlines’ inaugural flight, retires after 30 years of service.


- Two reporters have a driving and flying race between Dallas and Austin. It deals with the issue of the new aviation security rules and post-9/11 travel lifestyle.


- Herb, stepping down, discusses his accomplishments at Southwest Airlines and his retirement plans.


- After September 11, Southwest maintains its founding philosophy as it evolves.


- With Southwest's move to Philadelphia, local travelers are guaranteed a sharp fall in the price of flights to cities Southwest serves.


- Jim Parker’s outlook is good as CEO of Southwest Airlines.


- As Southwest Airlines starts new service in Pittsburgh, the airline lays on its Southern charm.


- Southwest keeps the balance between "conservative management and aggressive expansion."


- Airways spends a day with Southwest Airlines' Line Mechanic Randy Cole.

- Herb Kelleher discusses the differences between Southwest Airlines and other carriers.


- Tom Lowrey, Southwest Airlines' pilot, is adopted by Carver Elementary School students.


- Southwest Airlines promotes services in Spanish and is responsible for 53% of passenger traffic from Ontario (California).


- “Plane Jane” is painted with the Buffalo area scenery and corporate sponsor Southwest Airlines livery.


- Colleen is honored as Texas Business Woman of the Year. She explains how she went from Herb’s legal secretary to Chief Operating Officer of Southwest Airlines.


- Southwest Airlines meets the Marines.


- This case study examines Southwest’s success through self-expression.


- Gary Kelly sees a lot of opportunities at Sky Harbor in Phoenix, Arizona.


- A group of Southwest frequent fliers calls themselves Club 1544.


- As Southwest's employees "outhustle competitors," the CEO will keep the airline profitable.


- Southwest Airlines maintains culture that makes work fun although times are more difficult.

- Herb is stepping down. Jim Parker and Colleen Barrett are stepping up, taking his spot. Other management changes at Southwest Airlines.


- Southwest Airlines’ website brings in 30% of passenger revenue. It’s more economical and rewards Customers.


- Herb is Travel Agent’s Person of the Year.


- Herb shares things he learned before and during his career at Southwest Airlines.


- Colleen Barrett credits her career as a secretary for her rise to president at Southwest Airlines.


- Jim Parker is stepping up as Chief Executive Officer. He says he cannot fill Herb’s shoes but walks the walk.


- How Southwest survived 9/11 and what they did to overcome the hardships to stay afloat.


- Colleen Barrett has a work ethic of hard work and integrity. She is a straight-shooter, too.


- Southwest Airlines’ ticketless travel and Internet reservations.


- How the Southwest Effect will lower air fares out of Bradley.

- Herb discusses how Southwest Airlines is cost conscious and constantly looking for ways to increase productivity.


- Herb has changed the airline industry.


- Interview with Jim Parker and Colleen Barrett about their new positions in management.


- Southwest Airlines manages to grow relentlessly through the toughest of times in the airline business.


- With its expansion moves, Southwest Airlines proves itself a tough competitor.


- Feature on “Granny,” Bernice Belland of Tampa. She loves Southwest Airlines and helps on the airplane, dressing up in Southwest Airlines attire.


- Southwest Airlines introduces the "HDK armrest" seat which provides extra hip room.


- Herb and GE CEO Jack Welch discuss “how to create great companies and keep them that way.”

Huey, John and FORTUNE PANEL. “Outlaw Flyboy CEOs” FORTUNE. November 13, 2000

- Herb and Continental’s CEO Gordon Bethune rant about the wreckage of the U.S aviation industry- and explain how they have managed to do things right.


- Southwest's management focuses on keeping its costs low during its growth.


- Southwest continues its steady growth as Herb Kelleher remains Chairman.

- From Hamburger Helper to Southwest CEO, Jim Parker's enjoying the ride.


- In a study of potential airline mergers by George Washington University, it is discovered that Southwest Airlines is being overlooked.


- Neighboring Norfolk is the latest Southwest city added.


- Southwest Airlines’ and Herb’s plans for the future.


- Colleen Barrett talks about Southwest Airlines’ success, fares, and company atmosphere.


- Herb speaks his mind.


- Herb, stepping down, discusses his accomplishments at Southwest Airlines and his retirement plans.


- Southwest Airlines Inaugural from Islip, New York.

Koenig, David. “Southwest Airlines To Add 4,000 Jobs This Year.” *The Turtle Creek News*. February 24, 2002.

- After the terrorist attacks, Southwest Airlines is hiring employees while other airlines are furloughing employees.


- As Southwest Airlines grows, its technology strategy enhances customer relationships.


- Herb Kelleher puts his employees first then the customers will follow.

Southwest Airlines continues to please passengers and make good money.


- How Buffalo airport officials lured Southwest Airlines to serve Buffalo, New York.


- Southwest Airlines targets women in three of its four NFL advertisements.


- Herb discusses Southwest Airlines' culture. He also chats about employees' attitudes and how allowing employees to be proactive increases productivity.


- Southwest Airlines irons out a few security details before bringing back its popular Sea World penguins tours after September 11, 2001.


- Southwest is moving aggressively to woo business travelers with a new advertising campaign from longtime agency GSD&M.


- Southwest Airlines enjoys and celebrates people of all ethnicities and genders.


- Southwest launches inaugural service to Washington Dulles International Airport.

Levering, Robert and Moskowitz, M. "The 100 Best Companies.” *Fortune.* January 8, 2001

- Southwest ranks 4th best company to work for in America.


- Melanie talks about her job of providing convenience and ease in marketing since 9/11.


- The highest ranking woman in the airline industry doesn't fit the 'perfectly quaffed, power suit, high-heel-wearing image.'

- Reporter Brian Lusk reports on his trip with a Southwest Airlines cockpit crew for three days.


- Southwest employees wear pajamas as they put their last 737-200 'to bed.'


- Colleen discusses the changes in management and how Southwest Airlines has changed in 30 years.


- A list of ten of airline history’s most historically important airports. Love Field is one of them.


- How Jim Parker and Colleen Barrett prove themselves worthy leaders of Southwest Airlines.


- Southwest signed a 10-year agreement with Galileo, the nation's second-largest global distribution system operator. Under the deal, travel agents who use Galileo's central reservations system will be able to book Customers on Southwest flights.


- Southwest explains how Hobby Airport in Houston, Texas, can be used as a model for what would happen if the Wright Amendment were repealed at Love Field.


- 7.5 is how many cents Southwest Airlines typically pays to fly a passenger a mile.


- A London newspaper discusses Southwest Airlines and short-haul air transport.


- Southwest still pulling profits despite lull in economy.


- Southwest Airlines' incoming CEO earned his wings behind the scenes.

- Southwest Airlines grows to be the nation’s 6th largest airline.

- Southwest Airlines plans to hire 4,000 people while others carriers suffer.

- Herb is stepping down but he will stay active with Southwest Airlines’ transition and future.

- Polls taken on the reaction to Southwest Airlines’ patriotic ads after September 11.

- Southwest Airlines shift in strategy appears to be working, resulting in lower fares for customers and more revenue for Southwest.


- Major U.S. carriers would have to cut their costs by 29% to function at the operations level of Southwest Airlines.


- Questions to Jim Parker about his new promotion and whether he is ready for the job.


- New Yorkers drive two hours to take a flight from Philadelphia on Southwest Airlines.


- Description of how Southwest keeps its nine call centers operating smoothly.


- How Southwest Airlines was once little and looked down upon. It is now a model for struggling US carriers. Discusses history of attitudes, fares, and not ever furloughing people.


- Southwest Airlines is bringing the Southwest Effect to Norfolk, Virginia.

- The "Southwest effect" attracts more companies to Buffalo and increases tourism.


- Herb’s influence in the Northeast earned him this award.


- Air carriers realize big savings by using the Internet as a selling tool.


- Southwest ranks the 4th best company to work for in America.


- Southwest Airlines ranks as the 4th best company to work for in America.


- San Antonio native Gary Kelly differentiates himself from Herb Kelleher.


- In marking their 30th Anniversary, Southwest Airlines has added canyon blue to its traditional color scheme of gold, red, and orange.


- What airports do to attract low cost carriers to their markets.


- Two reporters have a driving and flying race between Dallas and Austin. It deals with the issue of the new aviation security rules and post-9/11 travel lifestyle.


- Domenic Bufalini, a Southwest Airlines mechanic at BWI, talks about his job and gives stories about what he has done/seen/helped with.


- Kevin Krone and Steve Taylor talk about what they do with interactive marketing at Southwest Airlines.

- Southwest Airlines’ revenues, prospective entry into the New York market, Shamu joke with Crammer from American Airlines, and good relationships with its unions.


- Southwest Airlines is in a position to take more of their competitors’ passengers and market share.


- Smooth transition expected with no major changes to style of operation.


- Colleen Barrett thinks e-mail is a poor communication tool.


- After ten years, BWI Airport is one of Southwest Airlines' busiest airports.


- What Walter Mischer, Southwest Airlines Boardmember, is up to these days.


- As Southwest begins service at Palm Beach, even competitors say it’s a good thing.


- Dale Stolzer discusses “Southwest’s safety program and the carrier’s preparations to operate the next generation Boeing 737.”


- Colleen Barrett visits Southwest Airlines' ticket call center in Albuquerque.


- A feature of Customer Service Representative Chris Rupprecht at BWI.


- Southwest Airlines is partially responsible for bringing passenger count at BWI to about the same level as before the September 11 terrorist attacks.

- After 9/11, how Southwest Airlines got people flying and gained the trust of air travelers.


- Southwest's dominating presence often causes other airlines to cut back their service to that city.


- Passengers agree the simplest way to avoid long lines at the check-in counters is to use an electronic airline ticketing machine.


- After years behind the scenes, James Parker is ready to lead Southwest Airlines into the future.


- What Albany did to win Southwest Airlines' commitment to offer service from Albany.


- In California, Southwest may gain more flights as United quits service.


- Colleen Barrett is not a typical airline executive. Colleen is a good caretaker of the Southwest spirit and the leader that the rank-and-file looks up to.


- Southwest Airlines utilizes the Net more effectively than its competitors.


- How Herb has enjoyed himself as he revolutionized air travel during the past 30 years.


- How Southwest Airlines and its stock survives under new management.


- Many of Southwest Airlines’ pilots are among the best-paid in the airline industry.
- 30th Anniversary special: Life and history of Southwest Airlines over the years.

- Colleen Barrett is number 13 on FORTUNE’s list of the 50 most powerful women in American business.

- Herb Kelleher is one of the nominating finalists for FORTUNE's Businessman of the Century award.

- How Southwest Airlines makes safety a game while taking it seriously.

- How does Southwest Airlines keep earning "Most Admired" status despite a lousy industry?

- Herb Kelleher of Southwest Airlines and Gordon Bethune of Continental Airlines tell tales of their companies' success in 2000.

- Southwest Airlines unveils its Nevada One.

- Jim Parker is Herb Kelleher’s kind of CEO.

Shelton, J.B. "To Fly: MBA student lands internship by offering to arm-wrestle airline's CEO." *Alliance.* Spring 1999.
- Lee Baxter earns a summer internship at Southwest Airlines by proposing an arm-wrestle with Herb Kelleher.

- As new Southwest Airlines president, Colleen Barrett has arrived thanks to her hard work and love of people.

- Colleen has advice for business school graduates on succeeding in the corporate world.


- Southwest Airlines returns to SFO after canceling service six years ago.


- The Senior Citizens of Greater Dallas select Herb Kelleher as a recipient of the 1999 Spirit of Generations Award.


- Herb Kelleher is Texas Monthly's CEO of the Century.


- Rob Graff in Albany keeps airplanes safe from snow while de-icing the wings.


- Southwest Airlines targets business travelers with its latest television advertising.


- Southwest Airlines is number one on the Airline Site Report.


- Collection of articles celebrating Southwest Airlines' 25 years at Harlingen.


- Southwest Airlines' expansion at Midway Airport into major business hubs drove overall Chicago business fares down 4% last year.


- The Express Delivery & Logistics Association honored Southwest Airlines with Airline of the Year.


- Southwest Airlines continues to amaze with its business plan, even at age 30.


- How Southwest Airlines recruits people to provide great customer service.

- The Herb era isn’t ending; it’s just taking on an expanded format.


- Southwest Airlines is the only commercial airline on FORTUNE’S Top 20 Most Admired Companies.


- Colleen Barrett speaks to the Rotary Club of Tulsa on Southwest’s Culture.


- Taking a look at Southwest Airlines' stock.


- Southwest Airlines manager of culture activities Sunny Stone is interviewed about the company, caring for Employees and Customers, and corporate values.


- Southwest Airlines is surviving with all the changes in aviation security and staying on top.


- Fun in the sales department brings more business.


- Southwest Airlines’ flight attendants are cracking jokes again.

“The Top 25 Managers of the Year.” Business Week, January 8, 2001

- In midst of a slowing economy, Kelleher cited as a truly outstanding leader.


- Colleen Barrett and Joyce Rogge are two of the most powerful women in the field of travel.


- Why Southwest won't fly out of DFW Airport.

- Southwest becomes an activist to remove the Wright Amendment.


- Southwest Airlines is responsible for Baltimore Airport’s rapid growth.


- Love Field may still be Southwest's headquarters but the carrier grows while the airport falls from the "top 10 airports in the country."


- 7.5 is how many cents Southwest Airlines typically pays to fly a passenger a mile.


- Herb Kelleher is one of the people who has made a difference in the way we travel.


- "Airline," a reality show produced by A&E, features Southwest Airlines.


- Southwest Airlines attacks the Wright Amendment which holds back its full potential to grow.


- Southwest Airlines focuses on business travelers in Las Vegas.


- Using humor in the workplace to resolve tension issues and promote productivity.


- Herb Kelleher has already convinced Wall Street he can keep his airline profitable during the next economic downturn.


- Feature on Southwest Flight Attendant Sandra Bogan, Employee Number 181.

- The halls of Southwest Airlines’ Headquarters is decorated as a big scrapbook of memorabilia.


- Southwest Airlines attacks the Wright Amendment which holds back its full potential to grow.


- The differences in flyers’ experiences with two different airlines: Eastwind Airlines and Southwest Airlines. On Southwest Airlines, there were nutty flight attendants who made folks laugh although the flight was delayed by five hours.


- As Southwest begins service at Palm Beach, even competitors say it’s a good thing.


- Vermont native Colleen Barrett named President as business keeps steaming ahead for Southwest.


- Two passengers outline the nice service they receive from Southwest Airlines from making a call to Reservations to the service they received on their flight. They also express their admiration for Herb Kelleher for his leadership skills.


- Colleen Barrett is number 13 on FORTUNE’s list of the 50 most powerful women in American business.

White, Jeanette. "Sky's the limit, thanks to pilot." Spokane Spokesman Review.

- Jim Davey, Adopt-A-Pilot, inspires children at the Transition School at the YWCA.


- Southwest Airlines has a unique business plan which creates profits during the air travel crisis.


- The different ways Southwest Airlines conducts interviews and what they look for in a person.


- The competition’s reaction to Southwest Airlines’ entry into the Long Island market.

- Southwest Airlines announces new non-stop flights between Chicago Midway and Los Angeles starting on May 5, 2002.


- Southwest Airlines gave its top frequent fliers more than 250,000 lanyards for wearing IDs around their necks. The lanyards can be purchased on southwest.com for 95 cents each.


- Southwest returns to Denver International Airport.


- Colleen Barrett keeps Southwest Airlines' culture vibrant and maintains high employee motivation.


- Pete McGlade has a big job - he determines which cities Southwest will fly to next.


- Gary Kelly has an aggressive plan to take on competitors.


- Southwest Airlines’ long-haul routes.


- Southwest's model shone in an embattled industry and it looks brighter than ever.


- Talks about the simplicity of southwest.com.


- Six women at Southwest Airlines are corporate officers.

- After September 11, 2001, Jim Parker and Colleen Barrett throttle back on Southwest’s growth while leading the airline industry.