

From Worst to First: Behind the Scenes of Continental's Remarkable Comeback

By Gordon Bethune

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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.

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Editorial Review

Amazon.com Review
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*

Review
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

From the Publisher
Continental Airlines knows what "rock-bottom" means. The struggling airline company went to bankruptcy court, not once but twice, and the employees used to rip off the corporate logos from their uniforms. But, thankfully, Gordon Bethune took a gamble and decided to turn the company around--really around. Since Bethune has taken over the helm, Continental has been rated first or second in baggage handling, on-time performance, and receiving the fewest customer complaints. Employee morale and profits are way up, and the airline has been dubbed "Airline of the Year" by Air Transport World magazine. So, what's Bethune's secret? Excellent management and leadership skills, and a healthy dose of common sense. In this book, Bethune explains all of his business ideas and strategies for the first time.

Users Review

From reader reviews:

Kathleen Owens:

Your reading sixth sense will not betray a person, why because this From Worst to First: Behind the Scenes of Continental's Remarkable Comeback guide written by well-known writer whose to say well how to make book that may be understand by anyone who read the book. Written throughout good manner for you, leaking every ideas and publishing skill only for eliminate your current hunger then you still doubt From Worst to First: Behind the Scenes of Continental's Remarkable Comeback as good book not merely by the cover but also by the content. This is one book that can break don't evaluate book by its cover, so do you still needing an additional sixth sense to pick that!? Oh come on your examining sixth sense already said so why you have to listening to another sixth sense.

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Theresa Braun:

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