

<<飞行路径>>

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### 内容概要

At a time when airlines across North America and around the world are facing crisis after crisis, and many collapsing into bankruptcy, WestJet has become Canada's most successful airline and one of the two most profitable carriers in North America. WestJet got off the ground in 1996, with three aircraft and 220 employees serving just five western Canadian cities. Today, the company is soaring to new heights, with more than 6 million 'guests'; traveling on 44 planes, and WestJet's over 3,700 people providing service to 26 destinations. Flight Path is the first book to chronicle the amazing success story of Canada's leading low-fare airline. It offers a detailed look at WestJet's path to success and holds valuable lessons for any business reader: the empowering corporate philosophy and people-first culture; the low-cost structure that drives profitability; the passion for customer service that puts the fun back into flying; the focus on technology innovations; and the unwavering commitment to providing safe, friendly, and affordable air travel.

## 作者简介

Paul Grescoe has been chronicling Western Canadian entrepreneurs for decades—from the legendary Vancouver billionaire Jim Pattison (Jimmy) to the Winnipeg couple who founded the Harlequin romance empire (The Merchants of Venus). With his wife, Audrey, he

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