



Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry

By Barbara Peterson

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The definitive, behind-the-scenes story of the most innovative airline in America

A few years ago, an unknown entrepreneur named David Neeleman uprooted his wife and nine kids from Utah to New York, dreaming of a bold new company that would make jaded travelers fall in love with flying again. Barbara S. Peterson has been reporting on JetBlue since the "Jet who?" days when few outsiders believed in the company. Drawing on exclusive interviews with more than seventy-five insiders, from mechanics on the tarmac to the CEO, she weaves together a dynamic story of how JetBlue has blended outstanding customer service, inspirational leadership, savvy marketing, and disciplined financial management to come out on top.

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Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry By Barbara Peterson Bibliography

- Sales Rank: #737476 in Books
- Brand: Brand: Portfolio Trade
- Published on: 2006-02-07
- Released on: 2006-02-07
- Original language: English
- Number of items: 1
- Dimensions: 8.42" h x .82" w x 5.46" l, .58 pounds
- Binding: Paperback
- 288 pages

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Editorial Review

From Publishers Weekly

This compact and cogent study of JetBlue is also a biography of its founder, David Neeleman. Neeleman had experience with local airlines and Southwestern, as well as contact with Virgin Atlantic's buccaneering Richard Branson, when he decided in the late '90s to found his own discount airline, now the most successful low-cost carrier since Southwestern. JetBlue has had its ups and downs—9/11 was handled extremely well; on the other hand, a major breach of security put passenger data into the hands of government security investigators. The carrier has also been subjected to major and, the author says, not overly scrupulous competitive tactics from its leading rival, Delta. On the business side, Peterson, *Condé Nast Traveler* contributing editor, focuses on how ossified the traditional major carriers had become and how thoroughly they had tended to reduce their passengers (whom JetBlue calls "customers") into servants of existing regulations, rather than make regulations and procedures serve the customers. The book is also full of contextual snapshots, including the sad state of New York's JFK airport, which JetBlue is trying to make a significant domestic hub again. While not quite hagiographic, the book lauds Peterson for working hard to implement a more congenial solution to air travel's dilemmas; many readers will agree and relish the details. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From the Back Cover

"It's fun to read about simple ideas that change the way we do things . . . and it's always fun to watch the whoosh of good ideas hit the brick walls of habit and bureaucracy. . . . The smart, fast, little guy wins!"
—*Los Angeles Times*

"A quick, breezy read studded with mini-profiles, snippets of aviation history and amusing anecdotes."
—*The Wall Street Journal*

"An engaging peek into the open cockpits of the airline industry, its foibles and pitfalls, written by someone who knows the industry, yet still loves to fly. This book is the chronicle of one little airline that could."
—*Book Page*

"Peterson moves beyond personalities to detail how Neeleman crafted more of a branded travel experience than an airline."
—*BusinessWeek*

"[Peterson] gets the inside scoop on JetBlue's quirky corporate culture and Neeleman's fresh approach to an antiquated business model."
—*Advertising Age*

About the Author

BARBARA S. PETERSON is a contributing editor at *Condé Nast Traveler* and the coauthor of *Rapid Descent: Deregulation and the Shakeout in the Airlines*. Her articles have appeared in *The New York Times*, *New York Post*, and *San Francisco Chronicle*.

Users Review

From reader reviews:

Susan Arnold:

The experience that you get from Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry could be the more deep you digging the information that hide inside the words the more you get serious about reading it. It doesn't mean that this book is hard to be aware of but Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry giving you excitement feeling of reading. The article writer conveys their point in selected way that can be understood through anyone who read that because the author of this guide is well-known enough. This specific book also makes your own personal vocabulary increase well. Therefore it is easy to understand then can go along with you, both in printed or e-book style are available. We suggest you for having this specific Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry instantly.

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Theresa Adams:

Playing with family in a park, coming to see the sea world or hanging out with pals is thing that usually you may have done when you have spare time, subsequently why you don't try matter that really opposite from that. One particular activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry, you may enjoy both. It is great combination right, you still would like to miss it? What kind of hang-out type is it? Oh can happen its mind hangout guys. What? Still don't have it, oh come on its named reading friends.

Kevin Zavala:

As a university student exactly feel bored to reading. If their teacher requested them to go to the library in order to make summary for some guide, they are complained. Just very little students that has reading's spirit or real their interest. They just do what the teacher want, like asked to the library. They go to generally there but nothing reading seriously. Any students feel that studying is not important, boring and can't see colorful photographs on there. Yeah, it is to be complicated. Book is very important to suit your needs. As we know that on this age, many ways to get whatever we would like. Likewise word says, ways to reach Chinese's country. Therefore this Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry can make you sense more interested to read.

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