



## Moments of Truth

By Jan Carlzon

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### **Moments of Truth** By Jan Carlzon

The president and CEO of Scandinavia Airlines (SAS) shows how to adapt to the new customer-driven economy.

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# Moments of Truth

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### Moments of Truth By Jan Carlzon Bibliography

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- Published on: 1987
- Binding: Paperback

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### **Editorial Review**

#### From Library Journal

Moments of Truth is Carlzon's story of how, under his leadership as president and CEO, Scandinavian Airlines System (SAS) emerged from deficits to profitability, improved services, and enhanced its market position by becoming a customer-oriented company organized for change. His strategies focus on the customer, encouraging risk-taking, delegating more authority to front-line employees, and eliminating vertical levels of hierarchy for a more horizontal organization. The book bears the hallmarks of entrepreneurial management and the pursuit of excellence. Reportedly a Scandinavian bestseller, Carlzon's book has a universal message and deserves attention for its clear illustration of these strategies in action. Recommended for business collections. Elin B. Christianson, Library Consultant, Hobart, Ind.

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#### Review

"The best book on leadership by a CEO."--John Naisbitt, author of "Megatrends"

#### About the Author

Jan Carlzon was born in Nykoping, Sweden, in 1941. After receiving his M.B.A. from the Stockholm School of Economics in 1967, he joined Vingresor, Sweden's largest tour operator, first as product manager and later as head of marketing. In 1974, when the package-tour business was in a tailspin because of the first energy crisis, he was named managing director of Vingresor at the age of 32 and soon reversed that company's economic decline. In 1978 he became managing director of Linjeflyg, Sweden's major domestic airline, and in 1981 he took command as resident and chief executive officer of SAS, the consortium of the national airlines of Denmark, Norway, and Sweden. At both Linjeflyg and SAS his leadership turned heavy economic losses into healthy profits within a year. Mr. Carlzon is frequently invited to give talks and interviews worldwide on leadership and customer-oriented business strategies.

### **Users Review**

#### **From reader reviews:**

##### **Amy Dixon:**

Reading a e-book can be one of a lot of exercise that everyone in the world really likes. Do you like reading book so. There are a lot of reasons why people enjoyed. First reading a publication will give you a lot of new facts. When you read a publication you will get new information because book is one of many ways to share the information or perhaps their idea. Second, examining a book will make anyone more imaginative. When you reading a book especially fictional works book the author will bring that you imagine the story how the people do it anything. Third, you may share your knowledge to other individuals. When you read this Moments of Truth, you can tell your family, friends in addition to soon about yours guide. Your knowledge can inspire the mediocre, make them reading a guide.

**William Grimm:**

Moments of Truth can be one of your beginner books that are good idea. Many of us recommend that straight away because this publication has good vocabulary that could increase your knowledge in vocab, easy to understand, bit entertaining but delivering the information. The author giving his/her effort to place every word into pleasure arrangement in writing Moments of Truth however doesn't forget the main position, giving the reader the hottest as well as based confirm resource information that maybe you can be one among it. This great information could draw you into brand-new stage of crucial contemplating.

**Maude Porter:**

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**Lisa Saxon:**

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