
Jetblue Airways Case Study

Questions

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Building High-Performance People and Organizations

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BRYLEE CONNER

Airline Operations and Management Prentice Hall
Dāna Keli Cintāmaṇi narrates the sweet pastime of collecting tax by Kṛṣṇa with his narma sakhas, imitating tax collectors, from Rādhā and her sakhīs, while they were on their way to Vasudeva's sacrifice performed at Govindakuṇḍa. It especially focuses on the exchange of sweet words between Kṛṣṇa and Rādhā along with sakhīs, and also the description of Radha's beauty by Kṛṣṇa while he was trying to extract the toll.

Entrepreneurship

McGraw Hill Professional *Organizational Rhetoric* introduces students to a rhetorical approach to understanding, analyzing and creating organizational messages for both internal employees and external customers. This textbook provides students a theoretically-grounded understanding of the basic building blocks of organizational rhetoric, the types of rhetorical situations faced by

organizational communicators, and the specific strategies used to address six common organizational rhetorical situations (such as image management). Students will gain an understanding of the power of organizations in contemporary society and be able to think critically about organizational messages. The text is organized in two units. In the first unit, authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages, and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies. In the second unit, the authors cover six specific rhetorical situations commonly faced by organizations, image and identity management, issue management, impression management, risk management and organizational apologia, and internal message management. Each chapter is structured similarly, in conjunction with the ideas developed in unit one, and each ends with a case study that

exemplifies the content presented in that chapter. Features and Benefits: - The first unit in the text will introduce the details of analyzing situations and identifying strategies - The second unit will examine six specific recurring rhetorical situations for organizations - Organizational schema centered on situations and strategies - Use of real-life case studies - Focus on careers in organizational rhetoric - Focus on thinking critically about organizations in society
Fundamentals of Airline Marketing GRIN Verlag
The consumer brand of any organization is crucial to its long term business success. Just as important is the employer brand of the organization, vital to attracting talent and retaining an engaged workforce. Despite the critical connection between internal and external brand engagement, these areas remain firmly entrenched in the traditional silos of HR, internal communication and marketing, wasting resources and even contradicting each other instead of pursuing a

common goal. By breaking down traditional silos Strategic Brand Engagement offers a new approach for developing brand and employee engagement in any organization. It presents a strategic model showing how to develop organisational values in line with corporate branding, aligning key HR responsibilities such as recruitment and performance with the overall brand, developing a consistent communications strategy, and measuring the impact of these strategies.

The Handbook of Crisis Communication John

Wiley & Sons
'Online Marketing' provides a balance between theory & practice by recognising the advantages & drawbacks of doing business online. Supported by contemporary mini-cases, case studies & expert opinion from leading practitioners, this text covers: the changing online environment, online planning and more.

The Southwest Airlines Way McGraw Hill Professional
Big Data: A Business and Legal Guide supplies a clear understanding of the interrelationships between Big Data, the

new business insights it reveals, and the laws, regulations, and contracting practices that impact the use of the insights and the data. Providing business executives and lawyers (in-house and in private practice) with an accessible primer on Big Data and its business implications, this book will enable readers to quickly grasp the key issues and effectively implement the right solutions to collecting, licensing, handling, and using Big Data. The book brings together subject matter experts who examine a different area of law in each chapter and explain how these laws can affect the way your business or organization can use Big Data. These experts also supply recommendations as to the steps your organization can take to maximize Big Data opportunities without increasing risk and liability to your organization. Provides a new way of thinking about Big Data that will help readers address emerging issues Supplies real-world advice and practical ways to handle the issues Uses examples pulled from the news and cases to illustrate points Includes a non-technical Big Data

primer that discusses the characteristics of Big Data and distinguishes it from traditional database models Taking a cross-disciplinary approach, the book will help executives, managers, and counsel better understand the interrelationships between Big Data, decisions based on Big Data, and the laws, regulations, and contracting practices that impact its use. After reading this book, you will be able to think more broadly about the best way to harness Big Data in your business and establish procedures to ensure that legal considerations are part of the decision.

Basics Marketing 01: Consumer Behaviour CRC Press

Written as a tool for both researchers and communication managers, the Handbook of Crisis Communication is a comprehensive examination of the latest research, methods, and critical issues in crisis communication. Includes in-depth analyses of well-known case studies in crisis communication, from terrorist attacks to Hurricane Katrina Explores the key emerging areas of new technology and global

crisis communication
Provides a starting point for developing crisis communication as a distinctive field research rather than as a sub-discipline of public relations or corporate communication
Rethink SAGE Publications
Managing Hospitality Organizations: Achieving Excellence in the Guest Experience takes students on a journey through the evolving service industry. Each chapter focuses on a core principle of hospitality management and is packed with practical advice, examples, and cases from some of the best companies in the service sector. Students will learn invaluable skills for managing the guest experience in today's ultracompetitive environment. The Second Edition includes new coverage of technology, sustainability, sexual harassment, diversity and inclusion, and ethical leadership.
Solving Employee Performance Problems: How to Spot Problems Early, Take Appropriate Action, and Bring Out the Best in Everyone Oxford University Press
The fundamental nature of a leader's work changes at the strategic

level. Leaders currently working as strategic leaders or those aspiring to become strategic leaders must gain a fine appreciation for the effort and skills required at the strategic level. Moreover, they need to develop and hone their personal dimensions (including conceptual, social, and behavioral capacities; individual traits, attitudes and characteristics; and technical skills and business acumen), and acquire the new knowledge essential for success at the strategic level. This book is intended to help develop strategic leaders in each of these personal dimensions.
Essentials of Management Information Systems Irwin/McGraw-Hill
Basics Marketing 01: Consumer Behaviour examines the relationship between consumers and culture, and the impact of current trends on consumer behaviour. It explores the different ways in which consumers around the world respond to marketing strategies, examining the interpretation of new stimuli using existing knowledge, and how both new and remembered knowledge combine to influence purchasing

behaviour. Finally, there is a detailed examination of the influence of ethnicity, religion, class, age and gender on consumers' actions and the importance of understanding the challenges and diversity of a global marketplace.
Management Fundamentals McGraw Hill Professional
Robbins/Judge provide the research you want in the language your students understand; accompanied with the best selling self-assessment software, SAL. Some topics include management functions; the social sciences; helping employees balance work and other responsibilities; improving people skills; improving customer service; motivational concepts; communication; power and politics; conflict and negotiation; culture; and stress management. Globally accepted and written by one of the most foremost authors in the field, this is a necessary read for all managers, human resource workers, and anyone needing to understand and improve their people skills.
Organizational Behavior Bloomsbury Publishing
To mark 40 volumes of Studies in Symbolic Interaction, this volume

includes a special introduction from Series Editor, Norman K. Denzin. This 40th volume advances critical discourse on several fronts.

Brand Journalism Springer Overview This is the second edition of the well-regarded local text, *Employment Relations*. This new edition takes an even more practical approach to a complex area, considering both the industrial regulation and human resources dimensions of the employment relationship. As well as providing a comprehensive guide to employment relations in Australia, the text also offers a selective international comparative view on the management of the employment relationship. The text explains and emphasises the real-world connections between the important theories of industrial relations and human resources, which are key components of the employment relations discipline. The overarching aim is for students to gain a deeper understanding of the 'World of Work', through the discipline of *Employment Relations*. [Big Data](#) Bloomsbury Publishing USA

It's a totally human condition, a trap that ensnares virtually everyone. Just as when we tie a route to a destination so much so that when someone else takes a different route "why are we going this way?" it usually doesn't matter "how" you get there. This "how" trap also takes place at work, people intertwine "how" they do their job with the outcome of "what" they are doing that sometimes obvious decisions are masked, and missed. We know how to focus on process: the how of business. That's why this book shows that we're leaving so much value on the table and that's what this book exposes with vivid examples, while at the same time offering guidance on ways you can take advantage of this new business lens. Business architect Ric Merrifield shows how to rise above the clutter of your "hows" to expose what does and doesn't need attention. You'll learn to identify the activities most critical to success and those that that are borderline, redundant, or even counterproductive. Along the way, Merrifield presents powerful case studies from companies

as diverse as ING DIRECT and Eclipse, Amazon.com and Procter + Gamble: firms that have learned how to cut costs, strengthen innovation, and profit from change all at the same time.

Strategic Brand

Engagement Taylor & Francis

Written by an award-winning expert demystifies the process of starting a business by presenting difficult economic, financial and business concepts in a manner easily understood by beginners. This book addresses the demands of integrating workplace relevant activities to meet academic standards. Placing an emphasis on developing business plans, it can be used as a professional resource for anyone looking to start their own business. An excellent resource for anyone looking to start their own small business!

Personal Brand

Management SAGE Publications

This volume constitutes the refereed proceedings of the First International Conference on HCI in Business, HCIB 2014, held as part of the 16th International Conference on Human-Computer Interaction, HCI International 2014, in

Heraklion, Crete, Greece, jointly with 13 other thematically similar conferences. The total of 1476 papers and 220 posters presented at the HCI 2014 conferences was carefully reviewed and selected from numerous submissions. The papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. They thoroughly cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The 76 papers included in this volume deal with the following topics: enterprise systems; social media for business; mobile and ubiquitous commerce; gamification in business; B2B, B2C, C2C e-commerce; supporting collaboration, business and innovation and user experience in shopping and business.

Air Travel Consumer Report Kogan Page Publishers

Transport is an essential element of tourism, providing the vital link between the tourist generating areas and destinations. Good

accessibility, which is determined by the transport services provided, is a fundamental condition for the development of any tourist destination. Moreover the transport industry can be a major beneficiary of tourism because of the additional passenger demand that may be generated. Aviation is an increasingly important mode of transport for tourism markets. Whilst geography has meant that, in modern times, air travel has always been the dominant mode for long distance travel and much international tourism, moves towards deregulation, and in particular the emergence of the low cost carrier sector, have also increased aviation's significance for short and medium haul tourism trips. Thus developments in aviation can have very major implications for many leisure and business tourism markets. However the characteristics and needs of leisure travellers are generally so very different from business travellers that this necessitates a separate consideration of these markets if a detailed understanding of the relationship with aviation

is to be gained. In spite of the obvious closeness between the aviation and tourism industries, there are very few specialist texts on this subject. Most tourism focused books consider aviation as just one component of the tourism industry which needs to be discussed, whereas aviation specialist texts rarely concentrate on just leisure travel. In addition there is very little literature that gives a detailed appreciation of the complexities and potential conflicts associated with the development of coherent and effective aviation and tourism policies. Therefore it is the aim of this book to fill this important gap which exists with a comprehensive, in-depth study of the relationship between aviation and leisure travel. The book deals exclusively with issues related to the relationship between aviation and leisure travel. It does this with an analysis of the theoretical concepts relevant to the subject area combined with a detailed investigation of current practice within the aviation and tourism industries. Each chapter is illustrated with case study

material that will reinforce the understanding of the issues that are being examined.

Dāna Keli Cintāmaṇi

Emerald Group Publishing

This book is the definitive resource for understanding the phenomena and process of personal brand management as it becomes increasingly valued in a global economy. By providing a research-based, theoretical framework, the author distills the concept of personal branding as it is applicable to individuals throughout all stages of career development as well as across industries and disciplines.

Extensively researched with numerous case studies, this book clearly outlines the strategic process of evaluating the economic value of a personal brand to manage and scale it accordingly. The author, an expert in the field of personal brand strategy and management, argues that a business is what a person or organization does, but the brand is what people expect from that person or organization. The two must align, and the book's conceptual framework explains the theory and

practice behind personal branding to accomplish this synergism. The consequence of the digital age is unprecedented visibility for individuals and businesses. As they engage with one another in more and more virtual spaces, the need for understanding and managing the evolving complexity of this 'personal' engagement is an economic reality. For this reason, the framework in this title provides insight and perspective on all phases of a brand in its recursive life cycle both on and offline. By providing clarity and structure to the topic as well as practical theory for its application, this title is the ultimate primer on personal branding in theory and practice.

Business Driven

Technology Routledge

Why does organizational behavior matter—isn't it just common sense?

Organizational Behavior: A Skill-Building Approach helps students answer this question by providing insight into OB concepts and processes through an interactive skill-building approach. Translating the latest research into practical applications, authors Christopher P. Neck, Jeffery D. Houghton,

and Emma L. Murray unpack how managers can develop essential skills to unleash the potential of their employees. The text examines how individual characteristics, group dynamics, and organizational factors affect performance, motivation, and job satisfaction, providing students with a holistic understanding of OB. Packed with critical thinking opportunities, experiential exercises, and self-assessments, the new Second Edition provides students with a fun, hands-on introduction to the fascinating world of OB. This title is accompanied by a complete teaching and learning package.

Airline Service

Improvements SAGE

"If you look at Southwest Airlines, and I admire what they do, they've been the most successful airline in the industry." --

Gerard Arpey, CEO, American Airlines

"Through extensive research Jody Hoffer Gittel gets to the bottom of what has sustained Southwest Airlines' positive employee relations and high performance through good and bad times." -- Thomas A. Kochan,

professor, MIT Sloan School of Management, MIT Global Airline Industry Program In an industry with losses in the billions, Southwest Airlines has an unbroken string of 31 consecutive years of profitability. The Southwest Airlines Way examines how the company uses high-performance relationships to create enormous competitive advantage in motivation, teamwork, and coordination among employees. It then goes further to show how any company can foster these powerful cooperative relationships and explains how to: Lead with credibility and caring
Invest in frontline leaders
Hire and train for relational competence

Use conflicts to build relationships Make unions its partners, not its adversaries Build relationships with its suppliers
Employment Relations
Routledge
Airline Operations and Management: A Management Textbook presents a survey of the airline industry, with a strong managerial perspective. It integrates and applies the fundamentals of several management disciplines, particularly operations, marketing, economics and finance, to develop a comprehensive overview. It also provides readers with a solid historical background, and offers a global perspective of the industry, with examples drawn from airlines

around the world. Updates for the second edition include: Fresh data and examples A range of international case studies exploring real-life applications New or increased coverage of key topics such as the COVID-19 pandemic, state aid, and new business models New chapters on fleet management and labor relations and HRM
Lecture slides for instructors This textbook is for advanced undergraduate and graduate students of airline management, but it should also be useful to entry and junior-level airline managers and professionals seeking to expand their knowledge of the industry beyond their functional area.