



# **Summary: Flying High - James Wynbrandt: How JetBlue Founder and CEO David Neeleman Beats the Competition...Even in the World's Most Turbulent Industry**

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**Summary: Flying High - James Wynbrandt: How JetBlue Founder and CEO David Neeleman Beats the Competition...Even in the World's Most Turbulent Industry** BusinessNews Publishing  
**Complete summary of James Wynbrandt's book: "Flying High: How JetBlue Founder and CEO David Neeleman Beats the Competition...Even in the World's Most Turbulent Industry".**

This summary of the ideas from James Wynbrandt's book "Flying High" tells the story of former JetBlue founder David Neeleman and his amazing career. In his book, the author draws from interviews with Neeleman's relatives and associates to provide an in-depth analysis of how he turned JetBlue into a premium service airline by breaking all the rules. This summary also exposes the 14 rules behind David Neeleman's success with JetBlue, as well as other companies such as Morris Air, Open Skies and WestJet.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Flying High" and discover the story behind one of the greatest business success stories.**

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