



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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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:

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Thomas Brown:

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Reta Zimmer:

Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry can be one of your beginner books that are good idea. Most of us recommend that straight away because this e-book has good vocabulary that may increase your knowledge in terminology, easy to understand, bit entertaining but nonetheless delivering the information. The copy writer giving his/her effort that will put every word into pleasure arrangement in writing Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry although doesn't forget the main place, giving the reader the hottest and also based confirm resource facts that maybe you can be among it. This great information can drawn you into brand new stage of crucial considering.

Karen Bright:

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