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The spirit of mission at Southwest Airlines is defined as a "warrior spirit" -- a cumulative effort by the entire workforce designed to facilitate a family-like atmosphere all the way around, from management to subordinates to customers: all are treated like members of one big family -- such is the basic environment in which the airline's

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people-management strategy is situated (Gallo, 2013).

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Abstract. Southwest Airlines is a somewhat different example of a business model pioneer—and indeed, one may ask if the company is a pioneer at all: neither was Southwest the first to offer intrastate flights on its home market, Texas, nor was it the first to experiment with low-cost flights.

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Marion L. Boston MGT 450 Strategic
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Mark Bojeun April 4, 2011 Introduction
Southwest Airlines' company strategy
consists of competitive moves and
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developed to attract and please customers, conduct operations, grow the business, and achieve performance objectives (J. Gamble & A ...

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