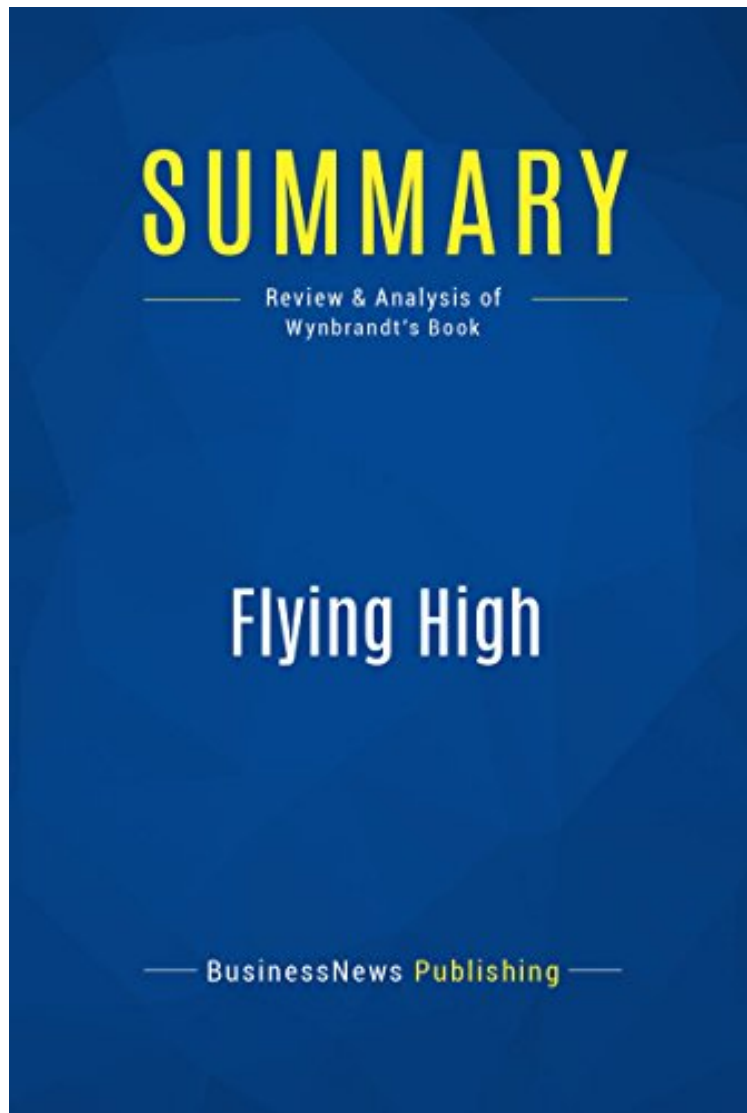


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career. In his book, the author draws from interviews with Neeleman's relatives and associates to provide an in-depth analysis of how he turned JetBlue into a premium service airline by breaking all the rules. This summary also exposes the 14 rules 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.