Flying High: How JetBlue Founder and CEO David Neeleman Beats the Competition... Even in the World's Most Turbulent Industry

James Wynbrandt

**DESCRIPTION**

Flying High traces the incredible career of the founder and chairman of JetBlue, David Neeleman, from his teenage ventures and beginnings in the travel industry, to his short stint at Southwest Airlines and the ultimate launch of JetBlue. In a series of interviews with Neeleman's friends, associates, and high-ranking officials in both business and aviation, this book tells the story of Neeleman and explores the rules of success he both lives and builds his companies by.

**ABOUT THE AUTHOR**

David Neeleman is much more than one of today's most accomplished aviation executives. Throughout an incredible career that began with selling Hawaiian timeshare vacation packages as a college student and ultimately led to the creation of JetBlue, Neeleman has demonstrated an uncanny ability to identify and fill unmet needs by building niche businesses. Flying High is a straightforward, illuminating account of David Neeleman's life and the principles by which he has created his highly profitable travel empire—rules that can be applied to virtually any business in almost every industry.

James Wynbrandt is a New York—based author and award-winning aviation and business reporter. He is a regular contributor to numerous high-profile aviation publications, including *Smithsonian Air and Space, Plane & Pilot, General Aviation News, Avionics News*, and *Pilot Journal*. A licensed pilot, Wynbrandt has been following JetBlue since the company’s founding. His articles on

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