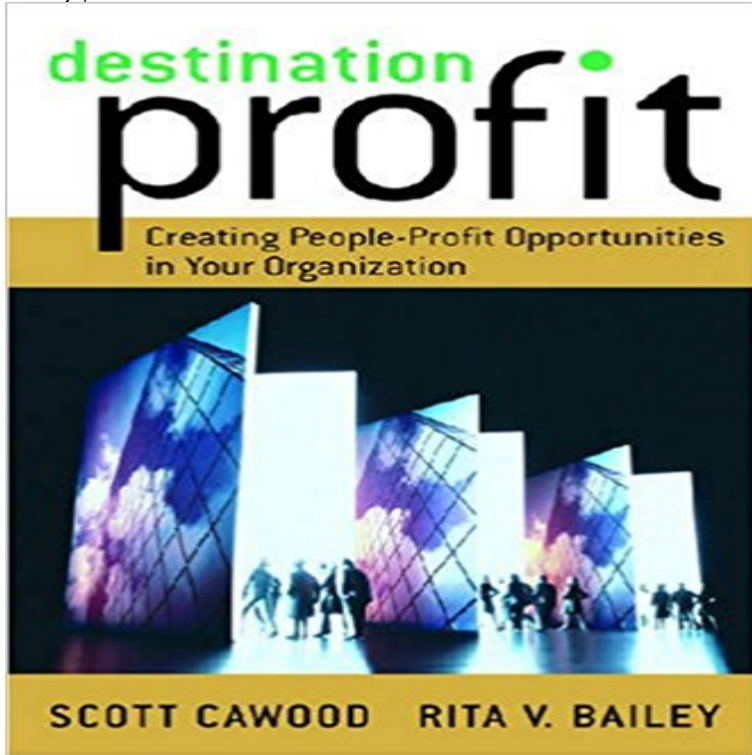


# Destination Profit: Creating People-Profit Opportunities in Your Organization



Learn from the leaders: Southwest Airlines and JetBlue to S. C. Johnson and Sallie Mae. Drawing inspiration and insight from exclusive interviews with senior executives at today's most exemplary companies, including many perennial favorites on Fortune's list of the 100 Best Companies to Work For, Destination Profit delivers a fresh approach to business excellence that places people squarely at the center of the drive toward profitability and sustained competitive advantage. From two undisputed experts who helped link people to profitability at Southwest Airlines and Revlon comes this inspiring yet practical look at how to transform the popular best company ideal into a toolbox for everyday use. Authors Cawood and Bailey profile 13 extraordinary companies and their stories of vision, endurance, faith and failure.

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