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Tony Anderson

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Tony Anderson : easyLand: How easyJet Conquered Europe before purchasing it in order to gage whether or not it would be worth my time, and all praised easyLand: How easyJet Conquered Europe:

1 of 1 people found the following review helpful. Well-written bargainBy EnplanedFor \$2.90 (what it's currently selling for in Kindle edition) this is a must read bargain for anyone interested in airlines. It will take you a few hours to read, and it provides a unique window into what it was like to establish easyJet, and the airline's early days, by someone who was a member of the founding management. Yes, we're talking about what happened 20 years ago, but easyJet was a singular success -- it started incredibly modestly, and has now grown into one of the largest airlines in

Europe, so in my view it's worth taking the time to understand how that happened. It's not a step-by-step how-to, nor does it have many financial figures, but it has a fair amount of insight into why it was successful -- especially into Stelios, the founder. Further, it's actually well-written (if not overly well-organized). Anderson is clearly pretty well educated, and that comes through in the prose, so it's fairly entertaining. Well worth the \$2.90. 0 of 1 people found the following review helpful. Very badly written By Clive Jones Author is jumping from story to story and there is no flow in book at all. It's like the author one day decided to write the book on what he still remembered and dotted the story down as he remembered events. 0 of 0 people found the following review helpful. Fasten your seatbelts By live-strong Easyland takes you through the tears, tribulations and ultimately triumph of one of the world's most successful airline start-ups.

Today -twenty years after the son of a shipping tycoon took on British Airways with two rented planes -Stelios's airline is a multi-billion pound company and a household name. This is the inside story of the spectacular rise of easyJet. Did the airline really buy its uniforms from a Benetton store? What was secretly stashed in the toilets at easyLand? Why was Aberdeen airport littered with half-bottles of cheap whisky? The answers to these questions and more are contained in this blow-by-blow account of how an orange start-up began its journey to becoming one of the world's most successful airlines.