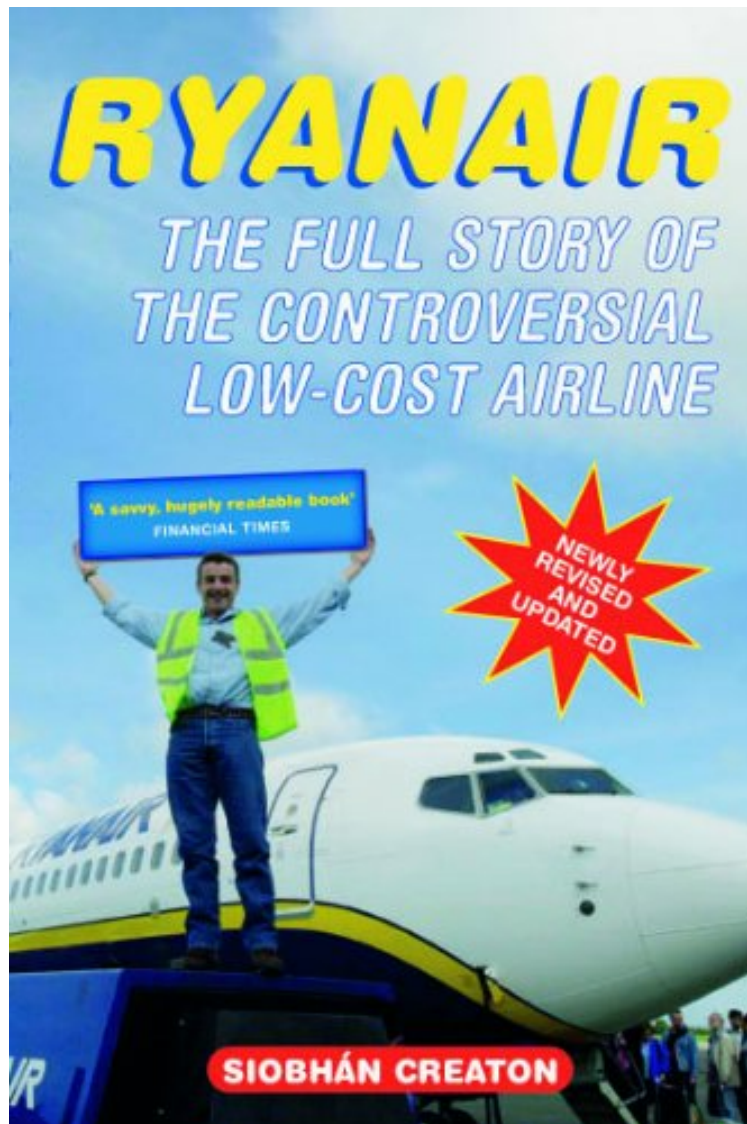


(Download free pdf) Ryanair: How a Small Irish Airline Conquered Europe

Ryanair: How a Small Irish Airline Conquered Europe

Siobhan Creaton

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Siobhan Creaton : Ryanair: How a Small Irish Airline Conquered Europe before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ryanair: How a Small Irish Airline Conquered Europe:

2 of 2 people found the following review helpful. Unbiased history of the airline and man you love to hate! By Franz K. This is an excellent, well written, well edited brief history of Ryanair, and by default, Michael O'Leary. Creaton does not pull any punches when describing O'Leary's methods for dealing with conflict, but she does not take sides. Love him or hate him, O'Leary took a near-bankrupt airline and turned it into a legitimate world-class carrier. Creaton also spends a great deal of time explaining the role of Tony Ryan, and how O'Leary initially advised the Ryan's to close

the airline, and only at Tony's incessant goading did O'Leary agree to take on the task of making the airline successful. Tony Ryan is as much a part of the airline as O'Leary, although much more low key. Michael O'Leary is a lot of things...and he would be the first to admit it. When accused of being Tony Ryan's bagman, O'Leary replied, "I've always been Tony Ryan's bagman!" Creaton clearly conducted extensive interviews and an enormous amount of research to write this book, and it shows. Give it a read! 0 of 0 people found the following review helpful. Five Stars By Michael Nitzan Very good read about the company. 0 of 0 people found the following review helpful. this guys a genius By fasty buyers I hate reading books normally but I just find out how amazing ryan air can be so successfull with the motto the customer is never right at ryanair lol! must read book if youre interested into these aspects

The trade paperback of Ryanair, published in June 2004, has already sold nearly 20,000 copies and is in its sixth printing - testament to the fascination this maverick company has for both the business community and the general reader (and budget air traveller). In Ireland it has been a number-one bestseller (indeed, is still in the chart); here it is selling in significant quantities from airports and bookshops around the country. It remains the only book about the airline and its buccaneering chief executive, Michael O'Leary. With Ryanair continuing to expand, the battle for the low-cost airline market in Europe becoming ever more cutthroat, and O'Leary happy to do battle with everyone from airports (for their landing charges) to his own pilots (over pay and conditions) - and generate an endless stream of PR and news stories in the process - the B-format edition of Siobhan Creaton's book is fully updated to take account of all Ryanair's most recent history.

"This savvy, hugely readable book is measured and fair-minded, regaling us with O'Leary's... verbal discretions without detracting from his achievements' - Financial Times" About the Author Siobhan Creaton is a journalist and author of the bestselling Ryanair, the story of Europe's biggest airline, first published in 2004, and A Mobile Fortune: The Life and Times of Denis O'Brien, both published by Aurum, and Panic at the Bank, (2002). She is a former Irish Times finance correspondent. She lives in Dublin.