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(Prof. Alvis Wuckert)

LEADERSHIP STYLE ANALYSIS WITHIN TWO CORPORATE ICONS: CONTINENTAL AIRLINES AND FLETCHER JONES



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Grin Verlag GmbH Jun 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: A Distinction, RMIT University, course: Leading People and Organisations, language: English, abstract: The strengths and weaknesses of two corporate icons, Continental Airlines and Fletcher Jones and Staff will be analysed in this case study using various theories and frameworks to compare the two companies, with particular attention to contrasting the different leaders in each and where their approaches and leadership styles proved service or disservice to the success of their organisations. The key frameworks covered are: Drucker's (1994) Theory of Business, Quinn et al's (2011) Competing Values Framework, Nohria et al's (2003) 4 + 2 Formula for Business Success and Kouzes and Posner's (2002) The Five Practices of Exemplary Leadership. In order to differentiate Fletcher Jones the man in this case study, the company will be referred to as it was originally named, Fletcher Jones and Staff. Quoted in relevant areas of the case study is Anthony Robbins, who is considered a world authority on the psychology of leadership and organisational turnaround. 28 pp. Englisch.

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