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Nuts!: Southwest Airlines' Crazy Recipe for Business and Personal Success is a 1996 non-fiction book about the low-cost airline Southwest Airlines by Kevin and Jacquelyn Freiburg, published by Bard

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Southwest Airlines is the world's largest low-cost airline. And management consultants Kevin and Jackie Freiberg have written "Nuts!" to teach you how they got there.. And what you can take away from it.

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