

Grounded Frank Lorenzo And The Destruction Of Eastern Airlines

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The inside account of how Frank Lorenzo took over a sputtering Airlines and flew it into the ground. With access to the major players -- the guarded Lorenzo and his inner circle, former Eastern Airlines president Frank Borman, Peter Ueberroth, and union boss Charlie Bryan -- author Aaron Bernstein explains how Lorenzo brought a corporate raider's mentality to running a business, and how its failure marked a watershed in the 1980s "Age of Greed."

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As an employee of Eastern Airlines, I observed ridiculously erroneous media accounts of the destruction of that great airline. Grounded: Frank Lorenzo and the Destruction of Eastern Airlines, by Aaron Bernstein, tells the true story as I observed it.

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Grounded : Frank Lorenzo and the Destruction of Eastern ...

" Grounded " gets across the message that Eastern is seriously out of whack and that Lorenzo only made things worse--two premises already widely known. The book comes to few other conclusions.

Flaps Down at Eastern - GROUNDED Frank Lorenzo and the ...

"Grounded: Frank Lorenzo and the Destruction of Eastern Airlines," by Aaron Bernstein. Simon and Schuster, 256 pages, \$19.95. For the moment, at least, we don't have Frank Lorenzo to kick around ...

TALE OF LORENZO'S REIGN AT EASTERN STOPS SHORT OF WHY ...

GROUNDED Frank Lorenzo and the Destruction of Eastern Airlines By Aaron Bernstein Simon and Schuster. 256 pp. \$19.95. THE TIMING is perfect for a book on Frank Lorenzo.