



Leadership style analysis within two corporate icons: Continental Airlines and Fletcher Jones

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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...

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