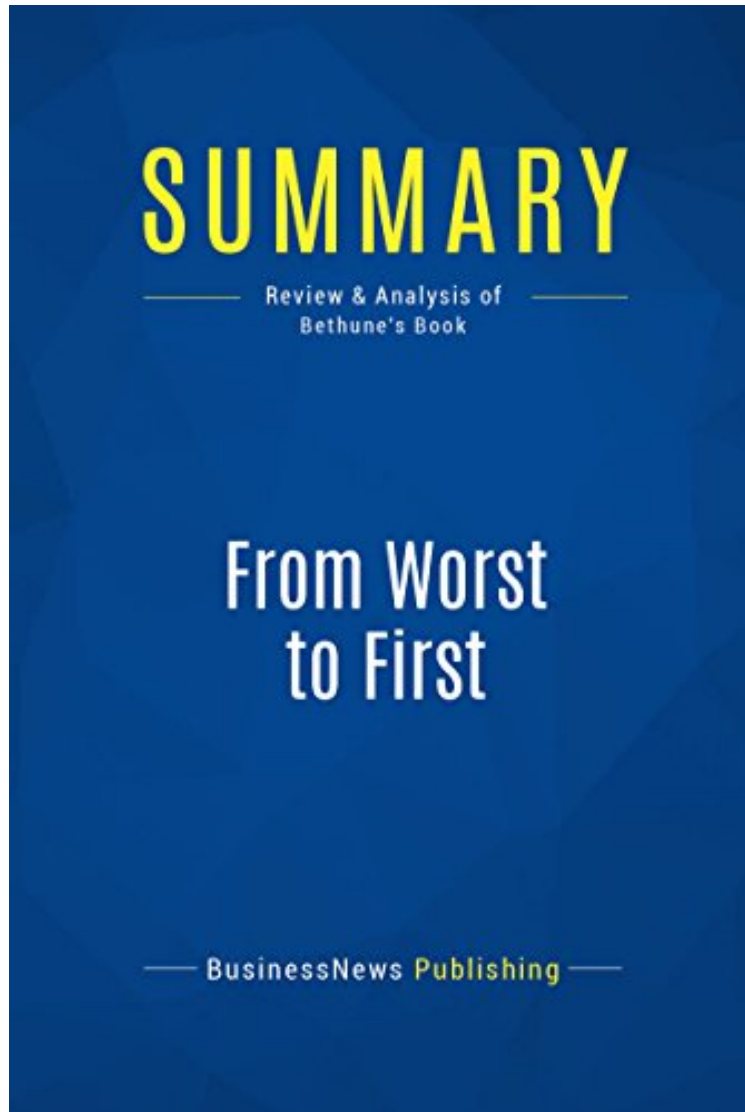


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The must-read summary of Gordon Bethune's book: ["From Worst to First: Behind the Scenes of Continental's Remarkable Comeback"](#). This complete summary of the ideas from Gordon Bethune's book ["From Worst to First"](#) shows that all successes in your business or in your career will be the result of your ability to create, develop and maintain healthy and honest relationships. As the author rightly points out, there is no such thing as a successful company that sells a product nobody wants and where employees don't want to come to work. In his book, Bethune explains how you must create a working environment that adds value and motivates employees to achieve success. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read ["From Worst to First"](#) and find out how you can add value to your business by making it a great place to work.