

'Highly entertaining' Jeff Randall, *Daily Telegraph*

# MICHAEL O'LEARY

## A Life in Full Flight

The Story  
of the Man  
Who Made  
**RYANAIR**  
Take Off

ALAN RUDDOCK



# Michael Oleary A Life In Full Flight

**Yijin Wang**



## **Michael O'Leary A Life In Full Flight:**

**Michael O'Leary** Alan Ruddock, 2007 Michael O'Leary is a business giant a man Fortune and Wired magazines describe as one of the most influential business leaders of this generation He transformed Ryanair from a loss making joke of an Irish carrier into the most valuable airline in Europe and the second most valuable in the world His formula of low fares and no frills or flights to destinations most people had never heard of before has created a generation of travellers who jump on planes as if they were buses His face and his often outrageous views on national governments on the EU and on his rivals are rarely out of the papers But for all the publicity little is known about Michael O'Leary beyond the carefully constructed image that he chooses to present of the plucky little Paddy in jeans who is sticking it to the big boys In this the first biography of O'Leary the distinguished business journalist Alan Ruddock portrays the man in three dimensions from his unsettled middle class childhood to his meteoric rise to the top of Ryanair when still in his early thirties An Economic History of Ireland Since Independence Andy Bielenberg, Raymond Ryan, 2013 This book traces the evolution of the Irish economy since independence looking at how the state sought to shape regulate and deregulate economic activity to deal with the challenges posed by the wider international environment The Economist, 2007 **Tony Ryan** Richard Aldous, 2013-08-30 In this authorised biography of one of the most remarkable Irishmen of the twentieth century Richard Aldous is independent in his judgements and frank in his examination of his subject's shortcomings and eccentricities But most of all he writes with verve and pace Tony Ryan was born in a railwayman's cottage and rose to enormous success overseeing the spectacular making of two business fortunes and the dramatic loss of one After an early spell in Aer Lingus he set up an airline leasing company Guinness Peat Aviation GPA which had its headquarters in Shannon and quickly became the largest such enterprise in the world Ryan was a hard taskmaster and the company reflected his ferocious work ethic Yet despite a stellar board of directors a botched and poorly timed Initial Public Offering in the 1990s saw GPA crash and burn Ryan lost almost everything All that remained was a little airline running massive deficits Ryan set about turning Ryanair around putting in one of his assistants Michael O'Leary to help knock it into shape The rest is history Ryan remade his fortune lived lavishly and elegantly was a generous patron of the arts and in every respect larger than life His spirit is one that Ireland needs more than ever today As the nation strives for its own recovery it can find inspiration in the story of how one of its most famous sons rose and fell and then rose again Not one to stand still or lament mistakes Tony Ryan's determination never to give up is the real lesson of this story He was in so many ways Ireland's Aviator **The Spectator**, 2007 *EBOOK: Services Marketing: Integrating Customer Focus Across the Firm* Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2012-06-16 The Second European Edition of *Services Marketing Integrating Customer Focus Across the Firm* by Wilson Zeithaml Bitner and Gremler uniquely focuses on the development of customer relationships through quality service Reflecting the increasing importance of the service economy *Services Marketing* is the only text that put the customer's experience of services at the centre of its

approach The core theories concepts and frameworks are retained and specifically the gaps model a popular feature of the book The text moves from the foundations of services marketing before introducing the gaps model and demonstrating its application to services marketing In the second edition the book takes on more European and International contexts to reflect the needs of courses lecturers and students The second edition builds on the wealth of European and International examples cases and research in the first edition offering more integration of European content It has also be fully updated with the latest research to ensure that it continues to be seen as the text covering the very latest services marketing thinking In addition the cases section has been thoroughly examined and revised to offer a range of new case studies with a European and global focus The online resources have also been fully revised and updated providing an excellent package of support for lecturers and students

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