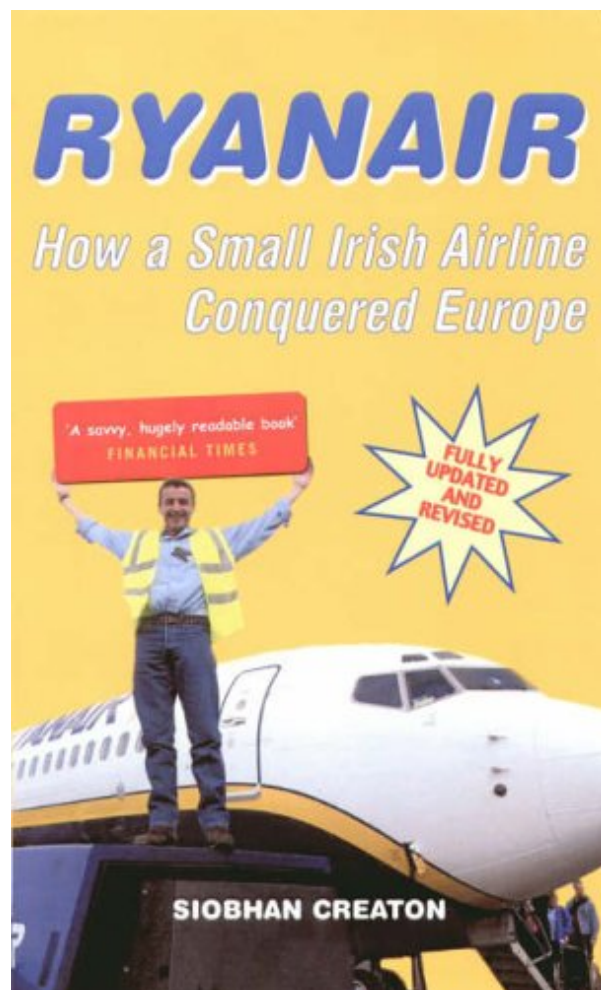


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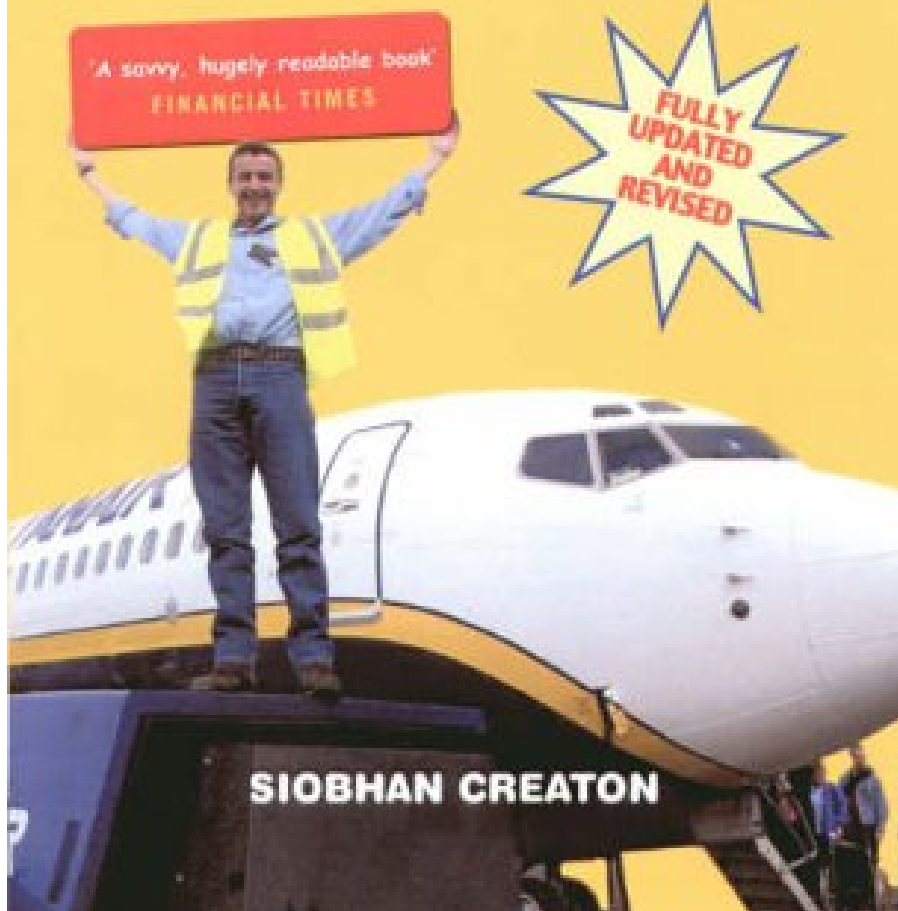


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Review

"This savvy, hugely readable book is measured and fair-minded, regaling us with O'Leary's... verbal discretions without detracting from his achievements' - Financial Times"

About the Author

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The supercharged growth of this low-cost airline has actually changed the way countless people live their lives, whether it be Ireland's new "Ryanair Generation," for whom its cheap flights to Dublin have eliminated much permanent emigration to the UK, or the thousands of Britons now enabled to buy holiday homes in rural France. This is the first book to tell the full story of the Ryanair phenomenon, from its inauspicious beginnings to its current dominance, from the secret of its business strategy to its cavalier stunts and practices. Siobhan Creaton has spoken to Ryanair employees past and present, as well as its top management and those at its major rivals like British Airways and easyJet, to produce an authoritative, objective, and compulsive account of one of the most colorful companies in Europe.

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This is an excellent, well written, well edited brief history of Ryanair, and by default, Michael O'Leary. Creaton does not pull any punches when describing O'Leary's methods for dealing with conflict, but she does not take sides. Love him or hate him, O'Leary took a near-bankrupt airline and turned it into a legitimate world-class carrier.

Creaton also spends a great deal of time explaining the role of Tony Ryan, and how O'Leary initially advised the Ryan's to close the airline, and only at Tony's incessant goading did O'Leary agree to take on the task of making the airline successful. Tony Ryan is as much a part of the airline as O'Leary, although much more low key.

Michael O'Leary is a lot of things...and he would be the first to admit it. When accused of being Tony Ryan's bagman, O'Leary replied, "I've always been Tony Ryan's bagman!"

Creaton clearly conducted extensive interviews and an enormous amount of research to write this book, and it shows. Give it a read!

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