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Gorilla Marketing



Synopsis

Gorilla Marketing is the insider story of how a maverick, orange start-up airline founded by Stelios Haji-Ioannou took on the might of Europe's aviation giants in a marketing war of attrition and emerged victorious. Written by Tony Anderson, easyJet's third employee and first Marketing Director, the book is laced throughout with humorous anecdotes and first-hand accounts of the airline's outrageous PR stunts. From planning and launch, to battles with bureaucrats and a herculean struggle with the British Airways "800-pound Gorilla", this is the definitive story of how easyJet began its relentless rise to becoming one of the world's largest airlines.

Book Information

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Customer Reviews

Having worked in the commuter airline industry in New England, this book brought back memories of the sometimes zany world that was the airline business back in the 80's and 90's. I thoroughly enjoyed it Dan W

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