



# Up, Up and Away: From The Beginning To My Journey's End 1981 - 1992

*Ed Beauvais*

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The 1978 Airline Deregulation Act forever changed the way we take to the sky. Airlines could fly anywhere in the United States, and a free market determined fares. Between 1978 and 1990, over one hundred airlines entered the competitive new arena of air travel. Many failed, but a few innovative, responsive airlines thrived. Ed Beauvais' America West Airlines was one of the greatest success stories.

In his new memoir, Ed Beauvais tells the intimate story of America West's creation and outlines the blueprint for its success. Between 1981 and 1992, with Beauvais at its helm as Chairman and CEO, America West acquired over 100 Boeing and Airbus aircraft and grew to over 14,000 employees with the best on-time record and lowest cost-per-seat mile in the industry.

How did Beauvais steer America West to such literal and figurative heights? *Up, Up and Away* tells that story as he shares insight into his business strategies and the company's corporate culture, while analyzing the rapidly changing post-deregulation airline industry. Aviation buffs, as well as business junkies, will enjoy tracking America West's upward trajectory through the meticulous memories of Ed Beauvais, a celebrated icon of the airline industry and one of its modern day pioneers.

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