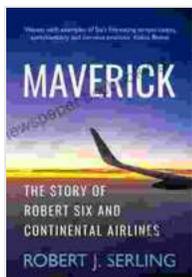


The Story of Robert Six and Continental Airlines: A Thrilling Tale of Aviation History



Maverick: The Story of Robert Six and Continental

Airlines by Robert J. Serling

★★★★☆ 4.6 out of 5

Language	: English
File size	: 3409 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 421 pages
Lending	: Enabled



The Early Years

Robert Six was born in 1924 in San Francisco, California. His father, a physician, instilled in him a love of aviation from a young age. Six earned his pilot's license at the age of 16 and went on to serve as a pilot in the US Army Air Forces during World War II.

After the war, Six returned to California and founded a small airline called Trans-Texas Airways. In 1955, he merged his airline with Continental Airlines, a struggling carrier based in Denver, Colorado. Six became president of Continental Airlines and set out to transform the company into a major player in the aviation industry.

The Road to Success

Under Six's leadership, Continental Airlines underwent a period of rapid growth and expansion. Six introduced new routes, acquired new aircraft, and implemented innovative marketing strategies. He also focused on providing excellent customer service, which became a hallmark of Continental Airlines.

In the 1970s, Six made a bold decision to purchase a fleet of wide-body Boeing 747 aircraft. This move gave Continental Airlines the ability to offer long-distance flights to Europe and Asia. It was a risky investment, but it paid off handsomely as Continental Airlines became a major player in the international aviation market.

Challenges and Triumphs

Six's tenure at Continental Airlines was not without its challenges. The airline industry was fiercely competitive, and Continental Airlines faced stiff competition from larger carriers. Six also faced labor disputes and financial setbacks at times. However, he always managed to steer the company through these challenges and emerge stronger than before.

One of Six's most significant accomplishments was his successful defense of Continental Airlines against a hostile takeover attempt by Frank Lorenzo in the 1980s. Lorenzo was known for his aggressive takeover tactics, but Six refused to give up his company. He rallied the support of Continental Airlines employees and shareholders and ultimately prevailed in his fight against Lorenzo.

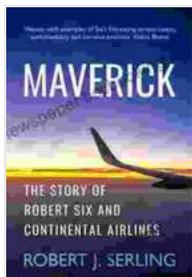
A Legacy of Innovation

Six retired as CEO of Continental Airlines in 1990, but he remained actively involved in the aviation industry. He served on the board of directors of

several airlines and was a vocal advocate for the deregulation of the airline industry.

Six's legacy is one of innovation and leadership. He was a pioneer in the airline industry and helped to shape the way we travel today. Continental Airlines became one of the most successful airlines in the world under his leadership, and its legacy continues today as part of United Airlines.

The story of Robert Six and Continental Airlines is a thrilling tale of aviation history. It is a story of daring decisions, groundbreaking innovation, and unyielding determination. Six was a visionary leader who transformed Continental Airlines into a global powerhouse. His legacy continues to inspire those who work in the aviation industry today.



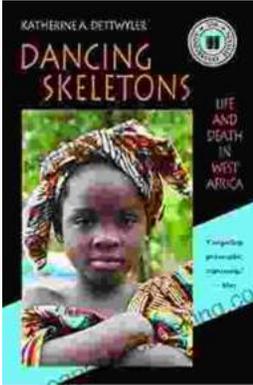
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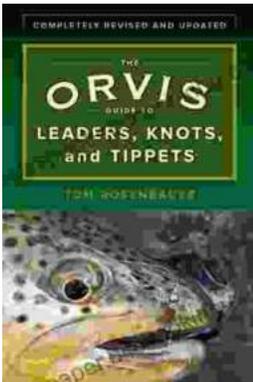
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