

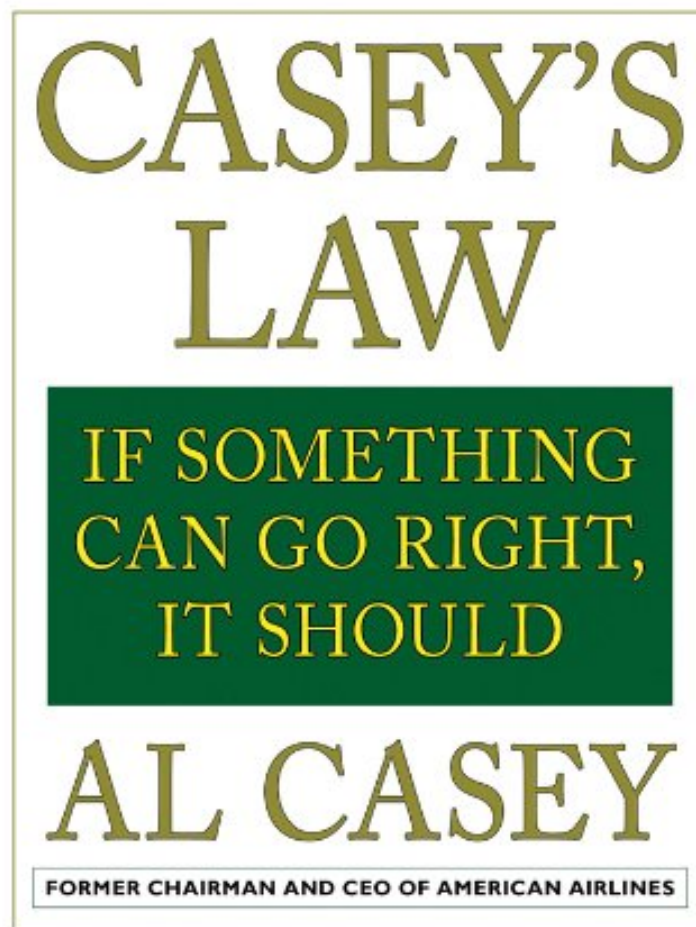
Casey's Law: If Something Can Go Right, It Should

Al Casey

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“Al Casey is a business genius!”

—JACK VALENTI,
CHAIRMAN AND CEO OF THE MOTION PICTURE ASSOCIATION OF AMERICA



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Al Casey : Casey's Law: If Something Can Go Right, It Should before purchasing it in order to gage whether or not it would be worth my time, and all praised Casey's Law: If Something Can Go Right, It Should:

0 of 0 people found the following review helpful. As a proud AAer I loved reading how Al Casey's hard work and high morals ...By Chuck McGlynnAs a proud AAer I loved reading how Al Casey's hard work and high morals helped build the world's greatest airline!6 of 7 people found the following review helpful. Entertaining, Yet Valuable AdviceBy A CustomerI'm fortunate to have been a student in two of Al Casey's courses at Southern Methodist University, so remember-- I'm biased! Al provides a refreshing view on business because of his diverse experience; within any single position someone could have built a career-- whether it's CEO of American, Times Mirror,

Postmaster General, head of Resolution Trust, etc...I'll warn you: don't buy this book if you are looking for tips on how to play dirty in business-- Casey believes that good principles mean good business. Few can say that and be credible. The collections of maxims and career advice, found at the end of the book, is itself reason enough to purchase this book. I've read the book twice. Here's a sampling: *Never do or say anything that you wouldn't want to read in tomorrow's paper. *Be confident, even when the odds seem stacked against you. Especially when the odds seem stacked against you. *Hire talented people; hopefully, one of them will be your successor. *Play fair. Too many people forget the first word, and often the second. *Never slam a door so hard that you can't open it again. *The harder you work, the luckier you get. *Always question people, starting with yourself. *Leadership lasts only as long as it's exercised. *Meet weekly as a group with all who report to you; meet one-on-one each week as well. *Balance out social situations; if you invite one key staff member to your home, invite them all. *When all else fails, get down on your knees. Amen.

Murphy's Law tells us that if something can go wrong, it will. Al Casey tells us: If things can go right, they should. But you've got to make them go right by working hard. One of the most successful and original American businessmen of our time, Al Casey was a no-nonsense turnaround specialist who, if offered a choice of two or more jobs, always chose the more challenging. He transformed places as diverse as American Airlines and the United States Post Office into successful giants. Here, with great wit and charm, he offers practical advice on where and how American business needs to focus if it is to maintain its position as global leader in the twenty-first century.

From Library Journal Casey is a former CEO of Times Mirror, American Airlines, and the Resolution Trust Corporation who currently teaches at the Edwin L. Cox School of Business at Southern Methodist University. Here he recounts his life as it has affected his widely diverse business career while offering advice for business leaders and managers. The major piece of advice is Casey's Law (as opposed to Murphy's Law): "If something can go right, it should." He also espouses a strong sense of personal and business ethics for anyone in the work force. Several biographies by business executives have appeared recently (e.g., James A. Autry's *Confessions of an Accidental Businessman*, LJ 10/1/96), and though Casey's work is not as revelatory as some, it is entertaining and should be included in most business collections. Kathy Shimpock-Vieweg, *Muchmore Wallwork Lib.*, Phoenix Copyright 1997 Reed Business Information, Inc. From Booklist It is refreshing, in days of pessimistic forecasts, to find a former CEO as positive and optimistic as Casey. He proffers common-sense observations about the pursuit of business as well as a great story-telling aptitude. Who could forget, for instance, how he made good on his promise to the Lew Wassermans to turn off a Helmsley hotel's lights at 11 p.m.? Or when he was forced to make small talk with President Nixon and Reverend Billy Graham? Underneath the spinning of tales and celebrities, though, lies an astute head for business; good lessons can emanate from the turnarounds he effected at American Airlines, the U.S. Postal Service, and Resolution Trust Corporation. Perhaps his last chapter is the best exemplar of Casey's wisdom--here are 50 corollaries to last through any environment, any situation. Barbara Jacobs From Kirkus sAn agreeably upbeat and anecdotal memoir from the corporate executive who kept American Airlines flying during a period of notable turbulence. A Boston Irishman and proud of it, Casey (who turns 77 this year) worked his way through Harvard, returning after WW II service as a US Army officer to earn an MBA. Beginning his apprenticeship in Southern Pacific's Wall Street office, the author eventually moved on to what was then the Railway Express Agency; in the demanding post of chief financial officer, Casey gained first-hand knowledge of crisis management as the cash-strapped freight forwarder struggled to survive. Resigning over a matter of moral principle, the author joined Los Angeles-based Times-Mirror, the Chandler family publishing firm he helped make a multinational media colossus. Blocked from the top job (for lack of blood ties to the Chandler clan), the competitive Casey accepted an offer to become CEO of troubled American Airlines in 1974. Piloting the global carrier through an eventful era marked by deregulation, an oil embargo, and allied challenges (including the controversial move of corporate headquarters from New York City to Dallas/Ft. Worth), he bequeathed a prospering enterprise to an impressive successor (Robert Crandall). If anything, the author's retirement has been more active than his business career. Following a stint as postmaster general during the Reagan administration, he was recruited to head the Resolution Trust Corp. (the federal agency that liquidated busted thrift institutions). While not one to advance himself as a role model for aspiring captains of industry, Casey offers a wealth of low-key guidance on tricks of the managerial trade. As a recurrent theme, moreover, he details how, in both the private and public sectors, he has made it a point of honor to reverse the thrust of Murphy's Law. A good-humored account of an uncommonly productive life, which belies the notion that nice guys finish last. (16 pages photos, not seen) (First printing of 75,000; \$50,000 ad/promo; author tour) -- Copyright copy; 1997, Kirkus Associates, LP. All rights reserved.