

## **BACK OF THE NAPKIN BOOK**



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### **Back of the envelope calculation Wikipedia**

A back-of-the-envelope calculation is a rough calculation, typically jotted down on any available scrap of paper such as an envelope. It is more than a guess but less than an accurate calculation or mathematical proof. The defining characteristic of back-of-the-envelope calculations is the use of simplified assumptions. A similar phrase in the U.S. is "back of a napkin", also used in the

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### **Southwest Airlines keeps up the napkin spirit DanRoam com**

The founding of Southwest Airlines on the back of a cocktail napkin is my favorite "solving a problem with a picture" story. It goes like this: Way back in 1967, Texas businessman Rollin King's WILD GOOSE AIRLINES (a small charter flying operation that shuttled sportsmen around the Lone Star state) failed financially, so he hired ex-NY lawyer Herb Kelleher to close the books.

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