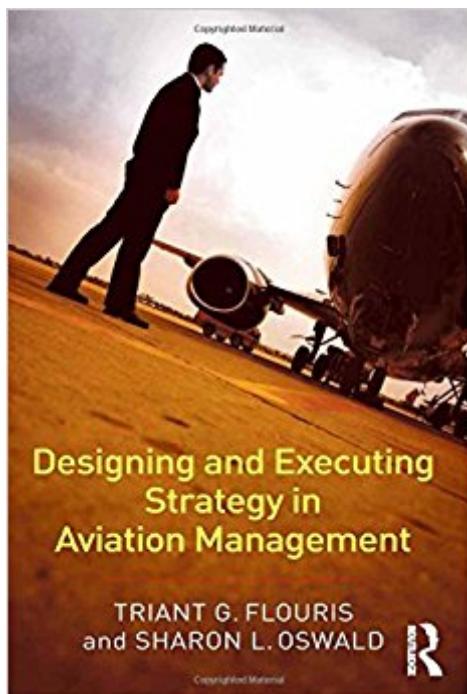


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Designing And Executing Strategy In Aviation Management



Synopsis

Designing and Executing Strategy in Aviation Management is designed to provide an intensely practical guide to this critically important topic. Comprehensive in coverage and easy-to-read in style, it allows both professionals and students to understand the principles and practicalities of crafting and executing business strategies with an aviation context. The result is a comprehensive and multifaceted teaching/learning package, which includes applied case studies on a wide range of airlines and aviation businesses, setting out how these organizations deal with strategy formulation and implementation in critical areas. Topics covered include: corporate strategy, generic strategy, competitive strategy, internal and external environment assessment, mergers, alliances, safety and security. Written directly for both aviation professionals and student courses in aviation strategy, aviation management and aviation operations, it will also be of great interest to aviation professionals in a variety of different fields, including airlines, corporate aviation, consultancy, etc., as well as academics within the field of aviation and those within the field of strategy and management science.

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Customer Reviews

'Designing and Executing Strategy in Aviation Management is a practical and accessible route map through the complex world of strategic management. It combines theoretical essentials with illuminating corporate stories from the aviation industry. This book will prove invaluable to students and practitioners alike and is a 'must read' for anyone involved in aviation management education

and training.' Dr Thomas C. Lawton, Senior Lecturer in Strategic Management at Tanaka Business School, Imperial College London 'Professors Flouris and Oswald have addressed a void in the scholarly literature in aviation with Designing and Executing Strategy in Aviation Management. Industry executives, government officials, and the entire academic community will derive extraordinary insight from this latest contribution to the area of strategic management in aviation.'

Dr. Brent D. Bowen, Distinguished Professor of Aviation, University of Nebraska at Omaha 'Professors Flouris and Oswald have captured the topic of 'strategy' and put it all into perspective. Corporate performance and survival make the centrepiece of an organization's strategy. The authors explain the concepts with clarity, using timely examples and illustrations which are easily understood. This is a 'Must Read' for aviation managers.' Ted F. Mallory III, Major General (Retired), USAF and Senior VP Flight Operations and Chief Safety and Security Officer, ASTAR Air Cargo 'While corporate strategies in any given industry are constantly changing, this text provides a firm foundation for the introduction of strategic concepts.' Alfred T. Spain 'AL', Senior Vice President Operations, JetBlue Airways Corporation 'It is a fundamental book that will guide specialists and students surveying this area of new endeavours, and it does provoke food for thought.' Air International August 2006 '...provides a very useful foothold for the aviation professional or student alike.' The Aerospace Professional December 2006 'Aviation can be considered as one of the most complex industries of all, not just from a technological, but also from a managerial point of view. Today aviation managers are facing tough managerial and strategic challenges. From this perspective, the authors of this book deserve praise for their effort to publish a book on the design and execution of strategy in an aviation environment.' Airlines, September 2006. 'Strategic management as a subject can be woolly and lack direction; however, this is not generally the case here, as the authors have attempted to take strategic management theory and apply it to the airline industry, and for the most part they have succeeded. It will certainly be added to the reading list for upcoming aviation management cohorts at Cranfield.' Journal of Airport Management, Jan - Mar 2007 'For those new to the business world, the carefully-explained business models (five forces, value chain analysis etc) provide the essential hooks on which to start from scratch.' --Mike Render, Aerospace Professional, December 2006

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