



Stormy Skies: Airlines in Crisis

Paul, Professor Clark

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As the airline industry struggles to extricate itself from its latest crisis, the time has come to examine the fundamentals of airline business strategy in a more innovative way and find answers to the questions, "What went wrong?" and "Why didn't we see it coming?". Stormy Skies captures the key issues that determine a viable airline industry in an increasingly globalised world and calls for more radical business thinking to ensure that mistakes are avoided in future.

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