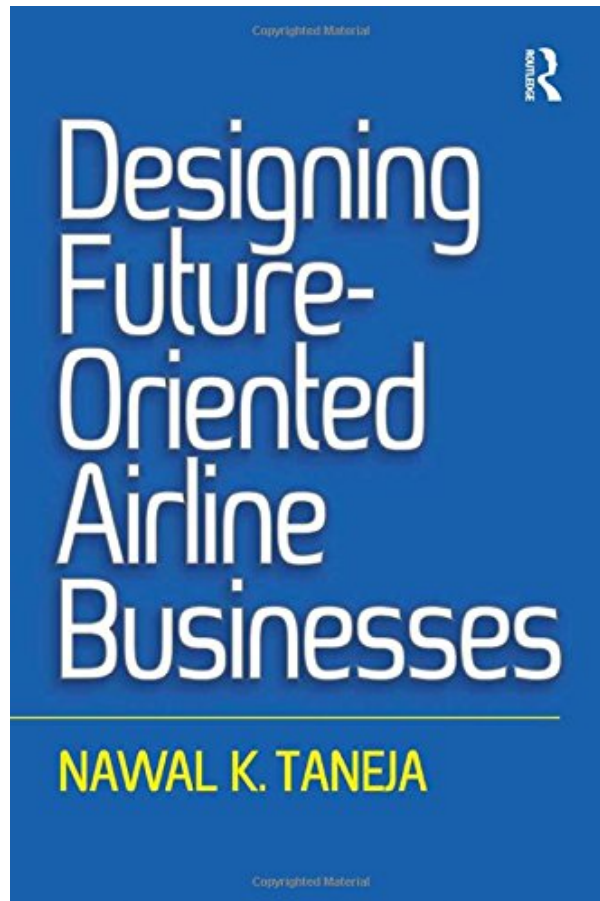# DESIGNING FUTURE-ORIENTED AIRLINE BUSINESSES BY NAWAL K. TANEJA

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Nawal K. Taneja has more than 40 years of experience in the airline industry. As a practitioner, he has worked for and advised major airlines and airline-related businesses worldwide in the areas of strategic and tactical planning. In academia, he has served as Professor and Chairman of the Aerospace Engineering and Aviation Department at The Ohio State University, and an Associate Professor in the Flight Transportation Laboratory of the Department of Aeronautics and Astronautics of the Massachusetts Institute of Technology. On the government side, he has advised civil aviation authorities in public policy areas such as airline liberalization, air transportation bilateral and multilateral agreements, and the management and operations of government-owned airlines.

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Designing Future-Oriented Airline Businesses is the eighth Ashgate book by Nawal K. Taneja to address the ongoing challenges and opportunities facing all generations of airlines. Firstly, it challenges and encourages airline managements to take a deeper dive into new ways of doing business. Secondly, it provides a framework for identifying and developing strategies and capabilities, as well as executing them efficiently and effectively, to change the focus from cost reduction to revenue enhancement and from competitive advantage to comparative advantage. Based on the author's own extensive experience and ongoing work in the global airline industry, as well as through a synthesis of leading business practices both inside and outside of the industry, Designing Future-Oriented Airline Businesses sets out to demystify numerous concepts being discussed within the airline industry and to facilitate managements to identify and articulate the boundaries of their business models. It provides material from which managements can set about answering the key questions, especially with respect to strategies, capabilities and execution, and pursue an effective redesign of their business. As with the author's previous books, the primary audience is senior-level practitioners of differing generations of airlines worldwide as well as related businesses. The material presented continues to be at a pragmatic level, not an academic exercise, to lead managements to ask themselves and their teams some critical thought-provoking questions.

- Sales Rank: #3248766 in Books
- Published on: 2014-08-08
- Original language: English
- Dimensions: 9.21" h x .75" w x 6.14" l,
- Binding: Hardcover
- 308 pages

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