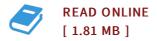# Which Goal should be followed by a Corporate Executive?

By Janine Paul

GRIN Verlag Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2007 in the subject Tourism, grade: 2, Bournemouth University (Bournemouth University), course: International Tourism Management (top-up), 31 entries in the bibliography, language: English, abstract: A corporate chief executive encompasses the final responsibility for a successful company development. 'He sets the objectives for the business and specifies strategies for their achievement' (Lines, 1978:3). Further key tasks are listed in Appendix A. In this unique role he is also responsible for the funding of the business (Lines, 1978). Since 1st December 2007 Andrew Harrison is the chief executive of easyJet (easyJet plc, 2007). He defines the organisational structure to lead staff towards defined goals (Mullins, 1999). easy Jets organisation structure is a flat management structure. A comparison of flat and tall management structures is given in Appendix B. Being under the pressure of different interest groups the question arises which interest should be given priority Easy Jet postulates 'creating real wealth for all stakeholders' (Bournemouth University, 2004: 22). This assignment demonstrates the theory and understanding of the five objectives. Discussing their importance and priorities, a...

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