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Airbus Versus Boeing. Strategic Management Report (Paperback)

By Sascha Mayer

GRIN Publishing, United States, 2013. Paperback. Condition: New. 1. Auflage. Language: English. Brand new Book. Scientific Study from the year 2007 in the subject Business economics - Operations Research, grade: 1,0, University of Southern California (Business Faculty), course: Strategic Management, 64 entries in the bibliography, language: English, abstract: The purpose of this report is to provide a Strategic Management Report with detailed strategic analyses of the dominant civil aircraft manufacturers Airbus and Boeing. The discussion main part of this report is separated into internal and external analyses, which are reasoned in greater detail and supported with reasonable graphs and tables in the attached Appendices. Finally, conclusions are drawn as to which is the more strategic savvy and which company has the more sustainable enterprise; and there is a recommendation given in which company a potential investor should rather invest in. Airbus and Boeing are having a neck-and-neck race in the aircraft industry for jets over 100 seats between Airbus and Boeing about the market leadership. After Airbus overtook its rival the first time in 2001 in terms of aircraft order and delivery, it stayed in front the last years until Boeing got back on top in 2006. The aircraft manufacturing...



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