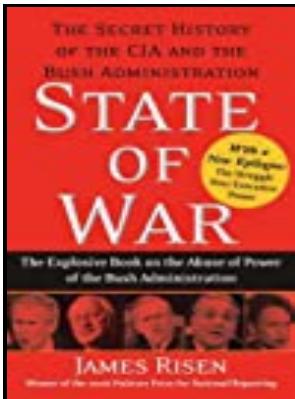


Hard landing - the epic contest for power and profits that plunged the airlines into chaos

Times Business - Hard Landing: The Epic Contest for Power and Profits That Plunged the Airlines into Chaos by Thomas Petzinger Jr.



Description: -

Aeronautics, Commercial -- Deregulation -- United States -- History.
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 Airlines -- United States -- History.Hard landing - the epic contest for power and profits that plunged the airlines into chaos
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 Notes: Includes bibliographical references (p. 427-496) and index.
 This edition was published in 1995



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Tags: #Hard #Landing #by #Thomas #Petzinger, #Jr.: #9780812928358

Hard Landing by Thomas Petzinger, Jr.: 9780812928358

These are industry chieftains who flourish at the center of all decision making, who love risk, who crave victory, and who are ruthlessly averse to defeat. I wouldn't recommend this to everyone, but for someone like me, who has an interest in aviation and airlines, it was a wonderful read. Petzinger places the top airline honchos of the era under a microscope, stripping away the bigger-than-life image that many of them created for themselves.

9780812928358

About the Author Thomas Petzinger, Jr. On the idea side, the book is a tremendous corrective to the misguided thinkers who believe in the concept of a 'self-regulating free market'.

Hard Landing: The Epic Contest for Power and Profits That Plunged the Airlines into Chaos (Paperback)

Because running an airline demands a single strategic vision, lest the delicate choreography of planes, people, timetables, and money falter, the airline business both attracts and promotes executives obsessed with control. An excellent introduction to the growth of commercial aviation. Lots of airline names vanished as ashes in the long river of history, what remains live carry all the legacies.

Hard Landing: The Epic Contest for Power and Profits That Plunged the Airlines into Chaos (Paperback)

He demonstrates in a highly detailed manner the competitive nature of the airline business in such notable battles as those between Robert Crandall American and Dick Ferris United and between Frank Lorenzo Texas International and Herb Kelleher Southwest. I learned so much about the airline industry. Flying is An Act of conquest, of defeating the most basic and powerful forces of nature.

Hard landing : the epic contest for power and profits that plunged the airlines into chaos (eBook, 1996) [skynet2550.us.to]

I would like very much to go in and extensively re-arrange the prose. Finally one of the most interesting parts of the book was the development of the computerized registration systems and their effect on air travel. Pandemonium and confrontation are a way of life.

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