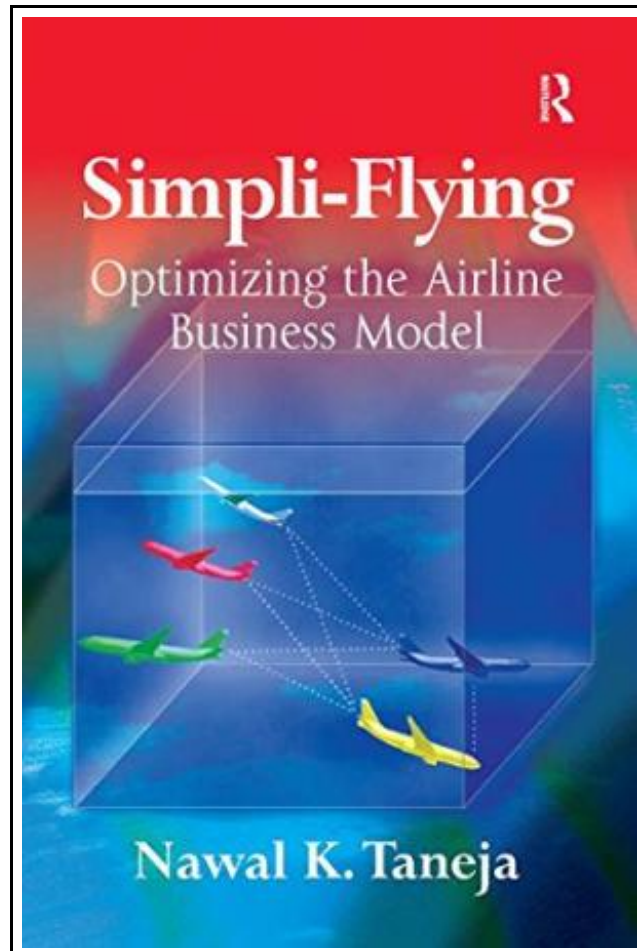


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Ashgate Publishing Group. Hardback. Book Condition: new. BRAND NEW, Simpli-Flying: Optimizing the Airline Business Model (New edition), Nawal K. Taneja, The airline industry is in a state of radical restructuring as its markets and key stakeholders (customers, airline labour and management groups, governments, and the financial community) adjust to the new aviation realities. Airline executives can be forgiven for being overwhelmed by technology proliferation, zestful new paradigm airlines, September 2001, business cycles, Iraq, SARS, and animal diseases. The leadership challenge for all carriers is now to select and execute appropriate business models, thinking both 'inside' and 'outside' the 'box', to turn conventional wisdom upside down to achieve dramatic increases in productivity. Some legacy carriers still need to create an effective strategy for much larger cycles that encompass major discontinuities. Burdened by past decisions, they are forced to fight with one hand tied behind their back to 'convert volume to value', to survive and prosper. Some new airlines have been at the forefront of shaping change, developing a vision of the mass-market, assessing the customer value of their core processes, and using a 'back-to-basics' business approach. Both groups should take a sideways glance at what works in other industries and implement those insights into actions. Some examples featured in this book include: - Wal-Mart's virtually real time inventory system; - Target's business model based around a unique customer experience; - Dell Computers' business model based around direct sales and mass customization; - Unilever's organizational structure around value creation and value delivery departments; - Shell International's development of scenarios of alternate futures; - Harrah's Entertainment's use of information technology to recognize and reward valuable customers; - The Warehouse's communication system with its suppliers to produce efficiency at both ends for the common benefit of the customer; - Nissan's cross-functional teams; - DoCoMo's...



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