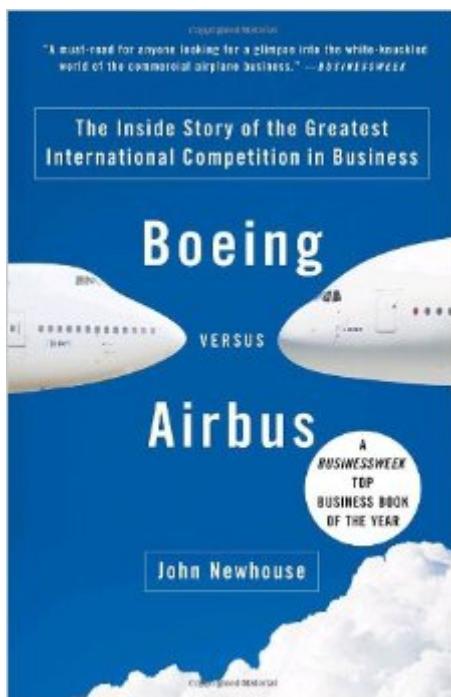


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Boeing Versus Airbus: The Inside Story Of The Greatest International Competition In Business



Synopsis

The commercial airline industry is one of the most volatile, dog-eat-dog enterprises in the world, and in the late 1990s, Europe's Airbus overtook America's Boeing as the preeminent aircraft manufacturer. However, Airbus quickly succumbed to the same complacency it once challenged, and Boeing regained its precarious place on top. Now, after years of heated battle and mismanagement, both companies face the challenge of serving burgeoning Asian markets and stiff competition from China and Japan. Combining insider knowledge with vivid prose and insight, John Newhouse delivers a riveting story of these two titans of the sky and their struggles to stay in the air.

Book Information

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Customer Reviews

Common wisdom states that Boeing is a commercial airline powerhouse, manufacturing the world's best planes with state of the art manufacturing processes, led by a first rate management staff. On the other side is Airbus, a bit-player whose survival has only been sustained via state-supported welfare programs, whose sponsors pour endless funds into this money-losing effort. In *Boeing Versus Airbus: The Inside Story of the Greatest International Competition in Business*, John Newhouse shows how both perceptions are erroneous. Boeing is far from being the world-class company most perceive it to be, and Airbus in fact makes some pretty good airplanes. The issue of Boeing vs. Airbus is one with significant consequences, and with a significant amount of interviewing and research, John Newhouse has written a fascinating and rewarding work on this most important topic. For anyone with an interest in the aviation industry, *Boeing Versus Airbus* is a

most enjoyable and fascinating book. In chapter after chapter, the book details what goes on behind the door of Boeing and Airbus. Newhouse lays it on the table in chapter 1 when he notes that when Airbus outsold Boeing in 2004 and 2005, the root cause of this historic juxtaposition was that Boeing's troubles were the result of a number of factors; from their arrogance, a tendency to rest on their laurels, taking their customers for granted, combined with a corporate culture enmeshed in politics. Boeing then realized the depths of its problems and attempted to change its course. This, combined with bad-luck and mismanagement at Airbus, contributed to Airbus finding itself a distant number two in 2006. So much so that Airbus NA President Henri Courpron lamented that Airbus failed to manage being number one.

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