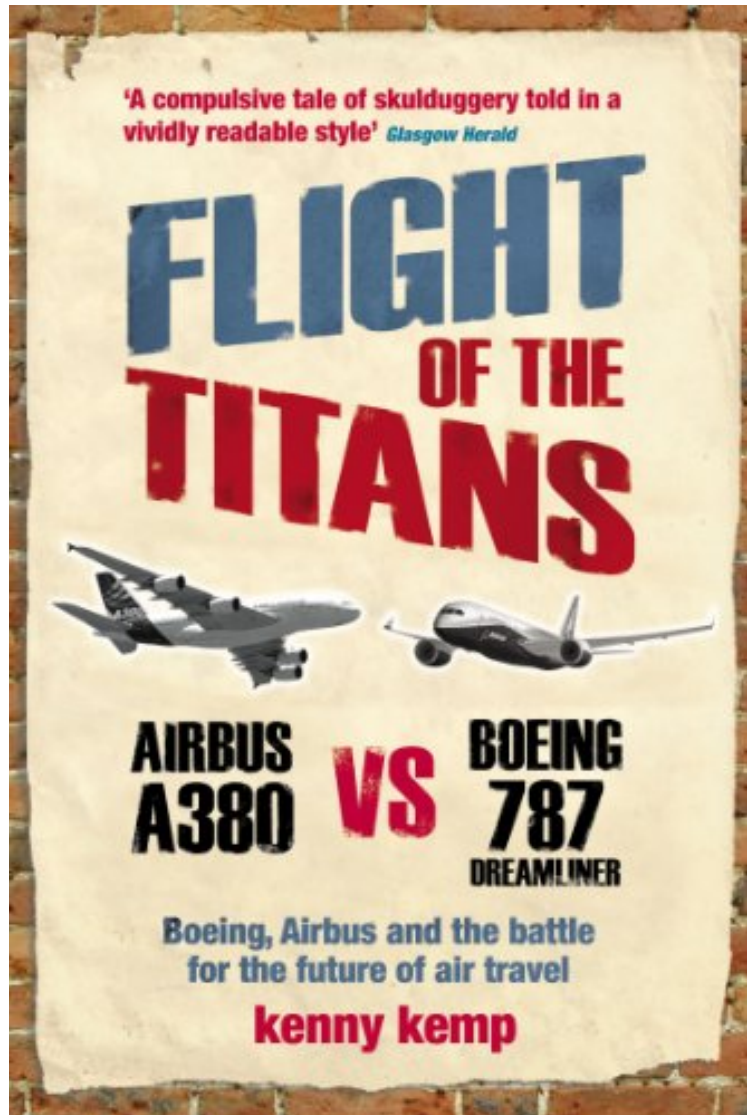


# Flight Of The Titans: Boeing, Airbus and the battle for the future of air travel

*Kenny Kemp*

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**Kenny Kemp : Flight Of The Titans: Boeing, Airbus and the battle for the future of air travel** before purchasing it in order to gage whether or not it would be worth my time, and all praised Flight Of The Titans: Boeing, Airbus and the battle for the future of air travel:

0 of 0 people found the following review helpful. Boeing vs AirbusBy Mark O'ConnorGreat review of how the Europeans targeted and bankrupted Lockheed and McDonald Douglas by introducing the A300. Following that success they set their sites on taking business away from Boeing. Every plane AIRBUS has sold was developed and

launched with heavy subsidies from every European citizen. It is time this is stopped or for the US to do the same thing for Boeing. 1 of 1 people found the following review helpful. History of Airbus By Normand Hamel I found this book captivating. What we find here is more or less a history of Airbus as recounted via the testimony of one of its main architect, Roger Beaucote;teille. This fascinating story is mainly told in the first part of the book. The second part concentrates on the Boeing strategy, and in the process reveals the internal workings of the commercial aviation business. This part of the book could actually be compared to "The Sporty Game", except that it is more up to date and deals directly with the new Airbus/Boeing duopoly, which did not exist when John Newhouse's classic first came out. Throughout the book we find a string of factual statements that should please the aviation buff. It is not too technical, certainly less than I would have liked, and remains accessible to a large public. What makes it particularly entertaining are the numerous anecdotes that spice this important part of commercial aviation history, and which is still unfolding as I write this. It sheds a remarkably balanced viewpoint and the author is never judgemental when it comes to relating embarrassing stories. Some readers might think that the treatment leans a bit in favour of Airbus, but I believe it simply reflects that period when Airbus was the underdog. I do have some reservation about the writing style though. Sometimes it sounds like an amalgam of previously published articles tied together more or less coherently. And because of that some sections of the book lack fluidity and consistency. These quibbles aside, it remains a very entertaining story. I recommend this book to anyone wishing to know what made Airbus so successful in such a relatively short period of time, and how it came to challenge the supremacy of Boeing. 14 of 15 people found the following review helpful. More Misses Than Hits By skyrat Despite the title, this book is more of an Airbus history than it is about the marketplace competition between the two title contenders. There are several technical errors and inconsistencies, but this seems to be par for the course for aviation industry books and they don't distract greatly from the main discussion. The author should be commended for getting to the core of Airbus' raison d'etre: that Airbus is not so much about making airplanes as it is about creating aerospace industry jobs for Europeans. The author also touches on a very revealing insight into Airbus' motivation when he quotes a BAe Airbus official as saying: "even if we don't make a penny (on the A3XX), it would still be worth it because it would stop Boeing from having a monopoly with the 747." Unfortunately, he fails to delve further into this "I can bleed more than you" business strategy! What successful business today is run with this kind of punitive strategy? This appears as a great lost opportunity for this volume, in my opinion. Another area that I found lacking was the Airbus decision making strategy that resulted in Toulouse being selected as the final assembly site for the A380 over the port city of Hamburg. I was left with the impression that the author didn't want to air too much dirty Airbus laundry in the end. Finally, the book suffers from the timing of recent events. With the benefit of 20/20 hindsight we can see that delaying publication by just a few months would have allowed coverage of the recent production delays, management resignations and threatened A380 order cancellations. Of course the author cannot be held accountable for this. In general, I would not recommend this book to serious students of the commercial aviation industry - it offers very little new insight.

The gripping story of the biggest trade war in aviation history. In October 2007, the colossal Airbus A380, the largest commercial jet in history, will take to the skies. This gigantic double-decker is the first real competitor to Boeing's iconic 747 Jumbo Jet. Meanwhile, Boeing has thrown its weight behind the smaller 787 Dreamliner, an aircraft whose emphasis is on fuel economy and reduced emissions. The future of commercial air travel is in the balance, and the outcome is difficult to predict.

"'Boeing and Airbus spark biggest ever trade war' Sun" About the Author Kenny Kemp is an award-winning journalist. He is the co-author of *Go: An Airline Adventure*, which won the 2004 Business Book of the Year in the WH Smith Awards, and also wrote *Destination Space* (Virgin Books).