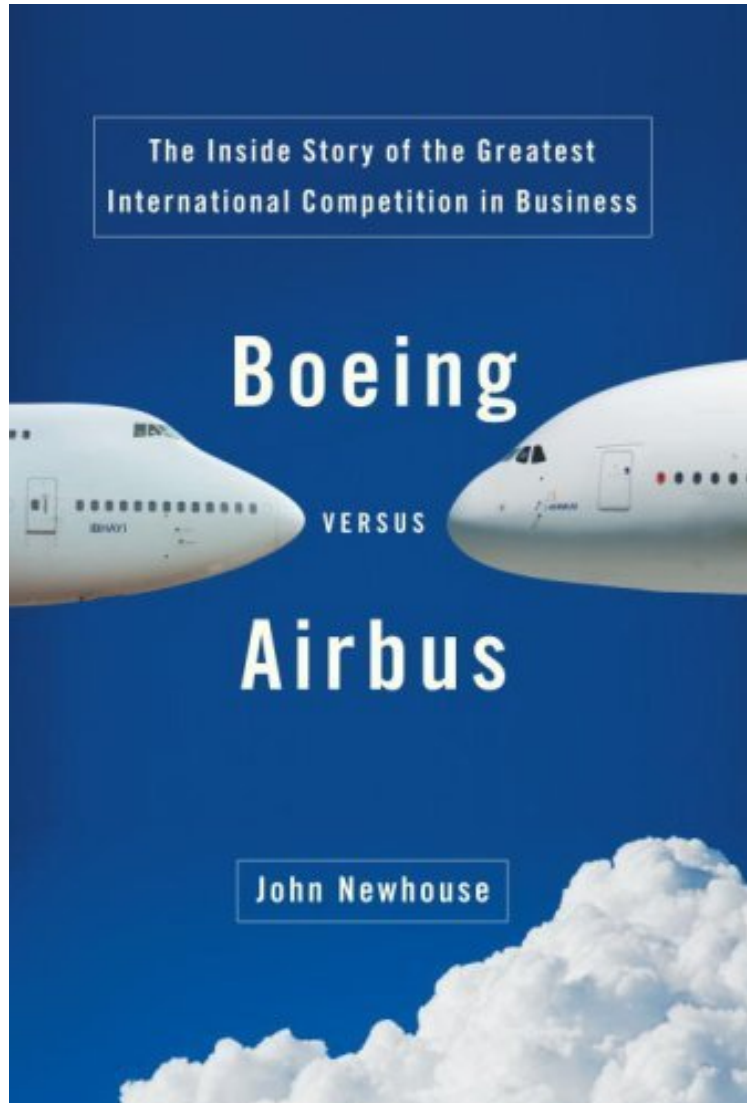


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Boeing Versus Airbus

John Newhouse

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John Newhouse : Boeing Versus Airbus before purchasing it in order to gauge whether or not it would be worth my time, and all praised Boeing Versus Airbus:

0 of 0 people found the following review helpful. Worth reading for aviation buffs. By Narut Ujnat Always of interest, the battle between Airbus and Boeing is fascinating reading for an aviation buff like me. It is indeed interesting to read this book published in 2007 in 2016 since many of the predictions and bets of these two manufactures have come to pass in certain ways. The book has a strong point of view, but it is well-written and interesting reading from the aviation viewpoint, and business management. I do wish this had been polished a bit. As on reading through it, it does seem to be a bit like a number of articles string together. This makes it sometimes not so pleasurable to read

through. However, it is still interesting but it may take a wee bit of merit. 0 of 0 people found the following review helpful. **BOEING BEATS COMPETITORS** By Bullmoose Shares of the Boeing Company were among my first acquisition of U.S. equities. As a youngest I wanted to be a pilot of a B-17 which was among the most popular bombers used in World War II. I recall that Jimmy Doolittle was a World War hero who used the B-17 to drop bombs on Germany. I have traveled many places in the world and if given a choice, I prefer traveling in a Boeing built airplane versus Airbus. I have always told our children that when better airplanes are built, Boeing shall build them. 0 of 0 people found the following review helpful. **Badly Executed** By jamespdx I bought this and looked forward to the story with great anticipation. While the information in this read is definitely interesting, the book itself is so badly written, edited and organized it makes it difficult to get through. I got stuck on many a sentence trying to figure out what the author was attempting to say. It is so lacking in cohesive organization that the last section of the second chapter reads like the end of the book (for example). It became so frustrating in its obvious lack of editing that I began reading sections out loud to my partner who couldn't believe the English or sentence structure anymore than I could. Particularly troubling is all the tense shifting. The author writes as though something is happening at that very moment when, clearly, that is impossible and then shifts back to a more appropriate past tense - **ALL IN THE SAME PARAGRAPH!** He can't seem to make up his mind about whether he is an Announcer, or a Journalist/Author. Unfortunately, for him, only one of these forms really work in the printed form of a book, and it isn't the "play-by-play" form likened to calling out a football game. I would recommend looking elsewhere, unless you are so drawn to the subject matter that you can ignore how embarrassingly bad this book is executed.

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.