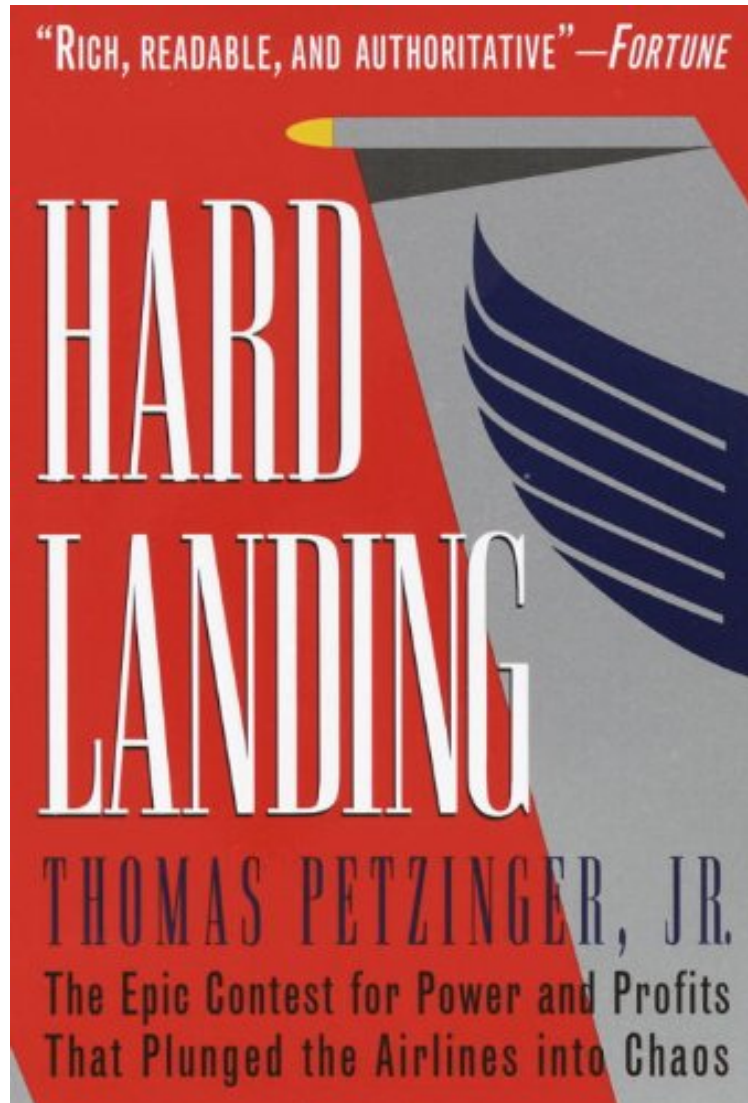


[Free] Hard Landing: The Epic Contest for Power and Profits That Plunged the Airlines into Chaos

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

Thomas Petzinger Jr.

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Thomas Petzinger Jr. : Hard Landing: The Epic Contest for Power and Profits That Plunged the Airlines into Chaos before purchasing it in order to gauge whether or not it would be worth my time, and all praised Hard Landing: The Epic Contest for Power and Profits That Plunged the Airlines into Chaos:

3 of 3 people found the following review helpful. 20 years later, still the bestBy Enplaned20 years after it was written, this is still the best book available on the US airline industry, notwithstanding that it's increasingly dated. Hard Landing was written 15 years after the dawn of US airline deregulation -- those were incredibly tumultuous years, with

the collapse of Eastern, Pan Am, Braniff, the advent of frequent flyer programs, of so-called "yield management" (charging different prices for seats on the same flight depending on the conditions under which they were sold), the birth of new airlines such as People Express and America West, the bankruptcies of airlines like Continental, and so forth. Indeed, as good a job as Petzinger does, he only hits a few of these topics. Inevitably, not all of the issues that mattered then are relevant today. Petzinger spends a lot of time on the topic of control of global distribution systems ("computer reservation systems" is how most folks think of them) and the order of the display of flights within them (from which human travel agents would select flights). Yes, this was a big deal back in the day, it did truly matter. And yet today, it's irrelevant. Airlines don't even own such systems any longer, and travel agents, at least the human kind, are largely obsolete. What we really need is someone to do a volume on the subsequent 20 years up to today. Who could have guessed that the next 20 years would be at least as tumultuous as the era described in *Hard Landing*? As an indication, *Hard Landing* mentions America West Airlines only twice, both times in passing. And yet, America West turned out to be one of the dominant forces in the past 20 years, with that management team merging first with US Airways and then with American. Little America West is now, in the guise of American, the largest airline in the world. That is not to criticize Petzinger -- no one else would have guessed this would happen either. But it's just another indication of how much we need someone to write *Hard Landing II*.

1 of 1 people found the following review helpful. I found it interesting reading on what could easily be a really boring subject. By Jason Swift I grew up in an Eastern Air Lines family. I remember a lot of the history firsthand from the 80's. The author really did an in-depth accounting of all the reasons why events occurred. There's a number of profiles on the characters involved as well. I found it interesting reading on what could easily be a really boring subject.

2 of 2 people found the following review helpful. describes in fantastic detail airline's strategy for competing during the regulatory era. By David W. Berg This is a delightful non-fiction history of airlines since the beginning of the jet age. It is a story about airline pioneers in the post-deregulation period, and top airline executives of legacy airlines trying to cope with the introduction of low-cost competition. Thomas Pezinger Jr. describes in fantastic detail airline's strategy for competing during the regulatory era, and how their world changed after deregulation. This book is difficult to put down once you begin to read it. It has the thrill and suspense of a murder mystery. Very enjoyable.

In this updated paperback edition of a "rich, readable, and authoritative" Fortune) book, Wall Street Journal reporter Petzinger tells the dramatic story of how a dozen men, including Robert Crandall of American Airlines, Frank Borman of Eastern, and Richard Ferris of United, battled for control of the world's airlines. 416 pp. Radio drive-time publicity. 20,000 print. From the Trade Paperback edition.

From Library Journal Petzinger, a reporter and editor for the Wall Street Journal, presents a thorough analysis of the growth of the airline industry from the 1930s to the present. 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). Fueled by the big egos of their respective bosses, the major airlines fell into a financial abyss trying to serve the maximum number of passengers and destinations, only to face rising fuel, labor, and operating costs as well as rising debt? while Southwest Airlines became a model of success and profitability. Petzinger exposes the men behind airline growth and competition, computerization, deregulation, strikes, mergers, and bankruptcies and covers current alliances such as the one between KLM and Northwest. Recommended for public libraries. ?William A. McIntyre, New Hampshire Technical Coll. Lib., Nashua Copyright 1995 Reed Business Information, Inc. From Booklist Most books (and there are usually two or three new ones a year) on the airline industry treat it as a single entity, describing the effects of deregulation or strikes or fluctuating oil prices. Or else these books profile a specific airline, personifying it by its controversial or flamboyant owner or CEO. Petzinger, though, combines both approaches. He portrays the airline industry as a boy's club run by only a handful of egotistical, ambitious, and arrogant men. Petzinger, once a baggage handler for United Airlines and now Wall Street Journal reporter and editor, colorfully chronicles the changing alliances and enmities of these men as they battle to "win at any cost" and change the way the world travels. David Rouse Mr. Petzinger's fly-on-the-wall reporting is always engaging.... -- The New York Times Book , Stephen D. Solomon