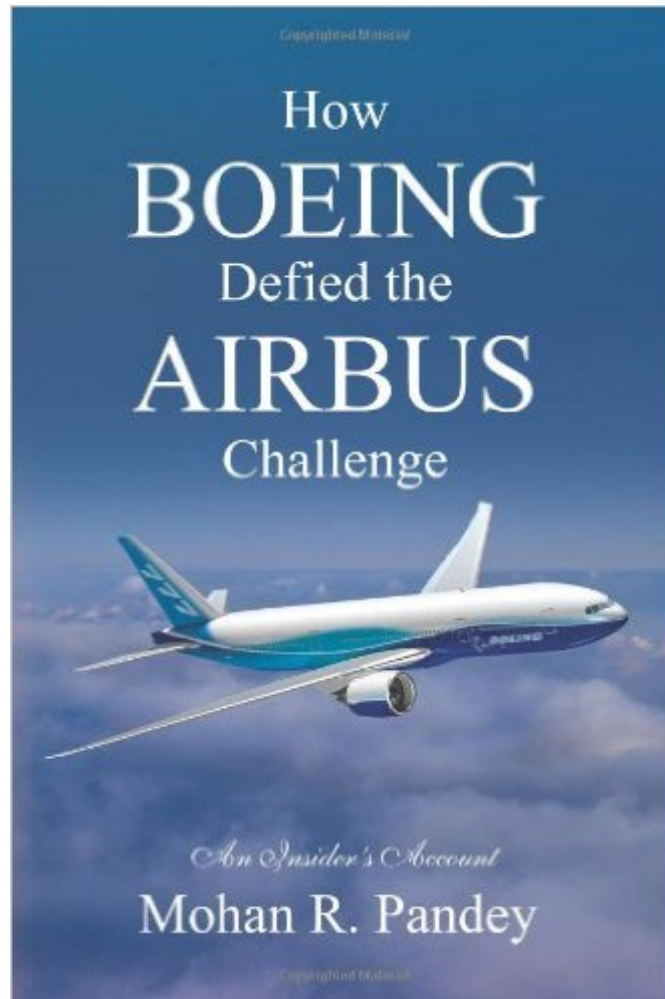


The book was found

How Boeing Defied The Airbus Challenge: An Insider's Account



Synopsis

For the first time since WWII, a European airplane manufacturer, Airbus, not only succeeded in challenging Boeing, the storied American aviation titan, but also nearly crippled the giant—a fate fully realized by McDonnell Douglas, a previous American icon. This book chronicles an insider's account of more than two decades of how Boeing fought back in the extremely fierce, high-stakes, and highly political quest for global aviation supremacy. The book also shows how the industry shapes the regulations and, working with the regulators, how it has changed the direction of aviation.

Book Information

Paperback: 254 pages

Publisher: CreateSpace Independent Publishing Platform (June 1, 2010)

Language: English

ISBN-10: 1450501133

ISBN-13: 978-1450501132

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 15.7 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â Â See all reviews Â (22 customer reviews)

Best Sellers Rank: #1,317,543 in Books (See Top 100 in Books) #212 in Â Books > Engineering & Transportation > Engineering > Aerospace > Aircraft Design & Construction #433 in Â Books > Engineering & Transportation > Transportation > Aviation > Commercial #528 in Â Books > Business & Money > Industries > Transportation

Customer Reviews

I love aviation in general and jetliners in particular, so I was pleased (disclosure) when my longtime friend Mohan Pandey wrote this book. While it covers familiar Boeing and Airbus products and history, it does so in a new way in the context of "ETOPS." If you haven't heard of ETOPS ("extended operations"), it's the global regulatory framework that makes air travel safer on long overwater routes that take jetliners far from alternate airports. The heart of this book is a huge, no-hold-barred battle fought under the radar by Airbus and Boeing. Waged in the ETOPS arena, this all-out warfare pitted the four-engine Airbus A340 against the twin-engine Boeing 777 and also involved the Airbus A380 super jumbo. For both companies, the stakes were staggeringly huge and the consequences of failure too dire to contemplate. Amazingly, the world scarcely knew this clash of titans was even taking place and remains largely oblivious of its outcome. The dramatic results --

and I'm dodging a spoiler here -- will continue to shape the destinies of both companies well into the future. The author had a front-row seat as Boeing's chosen representative at ETOPS deliberations around the world. The forums Pandey participated in or led (working side by side with Airbus experts and other parties) collectively shaped this evolving regulatory framework over a quarter century. A retired Boeing aeronautical engineer, Pandey uses his insider's perspective to explain Airbus' great gamble: a carefully crafted "pincer strategy" whose intent was to trump the U.S. company and end its traditional dominance. Then things went wrong and ETOPS suddenly took on new meaning and urgency for Airbus.... The subject is contentious enough that this book may elicit charges of bias.

After reading this book, I have a very hard time trying to decide what to write about it. Basically I would say that reading this book was very interesting, the author being quite knowledgeable... however I was often frustrated by statements that were either inexact or biased. I'm not sure whether the author is just communicating Boeing official statements or if his own opinion is the one stated in the book. To explain what I mean, here are some examples:- the author claims that since the 80s Boeing has stopped using corruption to sell planes (while Airbus could till 2000), the US Air Force Tanker proved the contrary and the recent releases by Wikileaks proved the opposite. There were also some unproven statements about some other sales like the Thai Airways sale... "Officially" Boeing was not able to use corruption, but it requires being very naive to imagine Boeing could sell planes without it in many countries.- he also explains that Airbus got a lot of political backup for selling planes... while Boeing didn't. Again this is very inexact as the Turkish Airline sale proved: in exchange for the purchase of Boeing planes instead of Airbus, they got a slot on the next NASA launch... That was official, like several others. But Wikileaks showed even more interesting things- the most surprising for me was the discussion about ETOPS. From a technical point of view, I agree with what was said... but from a practical point of view, explaining that ETOPS increases the risk for the cruise part (even slightly), would not have been accepted by the FAA. FAA is Safety first... always. In that case the decision from the FAA was sound, but definitely more a political decision than a technical one.

[Download to continue reading...](#)

How Boeing Defied the Airbus Challenge: An Insider's Account Boeing versus Airbus: The Inside Story of the Greatest International Competition in Business Insider's Guide to Graduate Programs in Clinical and Counseling Psychology (Insider's Guide to Graduate Programs in Clinical & Counseling Psychology) The Lovers: Afghanistan's Romeo and Juliet, the True Story of How They Defied Their

Families and Escaped an Honor Killing Redemption: How the All Blacks Defied History to Win the World Cup
Green is the New Red: An Insider's Account of a Social Movement Under Siege
The Dance of Legislation: An Insider's Account of the Workings of the United States Senate
McDonnell Douglas/Boeing F-15 Eagle Manual: 1972 onwards (all marks) (Haynes Owners' Workshop Manual)
Boeing B-52 Stratofortress: 1952 onwards (all marks) (Owners' Workshop Manual)
Boeing B-29 Superfortress : American Bomber Aircraft in World War II Vol. II
30 Day Whole Food Challenge: AWARD WINNING Recipes Guaranteed to Drop Weight; Take the Challenge Today!
30 Day Whole Food Challenge: 30-Day Whole Food Diet Challenge Recipe Cookbook for Weight Loss
Eat healthy, Lose Weight! (Whole Foods, Whole Diet, ... Whole Recipes, Whole 30 Diet Plan) (Volume 1)
Whole Food: The 30 day Healthy Eating Challenge (The Healthy Whole Foods Eating Challenge - 35 Approved Recipes for Rapid Weight Loss)
E-commerce Get It Right! Step by Step E-commerce Guide for Selling & Marketing Products Online. Insider Secrets, Key Strategies & Practical Tips, Simplified for Your Startup & Small Business
Tasting Whiskey: An Insider's Guide to the Unique Pleasures of the World's Finest Spirits
Bordeaux Bootcamp: The Insider tasting Guide to Bordeaux Basics
Residential Broadband: An Insider's Guide to the Battle for the Last Mile
Insider Power Techniques for Microsoft® Windows® XP (Bpg-Other)
Missouri Gardener's Companion: An Insider's Guide To Gardening In The Show-Me State (Gardening Series)
Vermont Gardener's Companion: An Insider's Guide to Gardening in the Green Mountain State (Gardening Series)

[Dmca](#)