

Strategic Management: British Airways



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STRATEGIC MANAGEMENT: BRITISH AIRWAYS

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Grin Verlag Mrz 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: B, Oxford University, language: English, abstract: History of British Airways is also the history of British aviation. The first cruise flight took place on August 25, 1919 year. AT&T along with two other airlines, being built from the ground up aviation services market in the UK. In time, AT&T has been transformed in Daimler Airways, later in 1924, along with four other airlines, formed Imperial Airways. In 1935, a number of smaller lines joined together - were British Airways Ltd. decision of the British government, both competitors were nationalized in 1939, and the lines are combined to form the British Overseas Airways Corporation. After the Second World War it became BOAC line of long-haul flights realizing, while local calls implemented as new airline - British European Airways (Neely, 2002). In the 50s BOAC was the first airline in the world to the jet aircraft traffic. The new standards also marked the BEA lines. In the 60s Trident jet these lines made the first automatic landing capability heralding the era of the takeoff and landing in bad weather. Dear both lines ran separately until 1974, when the British government decided on their combination. In this way born British Airways, in which the service until October 2003, the remains legendary Concorde. An important step in the history of British Airways was the decision to privatize. It started as early as 1979, but the process ended only in 1987. Mission In 1986, Lord Marshall, the chief executive of British Airways, BA presented the mission: To be the best, reaching the most successful...

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