



Jet Blue 20annual Report

David Kincaid



Jet Blue 20annual Report:

Edge Strategy Alan Lewis, Dan McKone, 2015-12-29 Are you missing opportunities for growth that are right in front of you In today's volatile economic environment filled with uncertainty and sudden change the forces pushing you to stay focused on the core business are extremely powerful Profiting from the core is crucial but the danger is that overfocus on the core can blind companies Scanning the horizon for new markets and new products can also be tempting but risky Fixating too much on either strategy can cause you to miss the substantial opportunities for growth that are often hidden in plain sight at the edge of the core business In this insightful yet practical book strategy experts Alan Lewis and Dan McKone articulate a mindset that helps leaders recognize and capitalize on these opportunities The Edge Strategy framework challenges how the boundaries of your existing products and services map to your customers views of the world and then provides three different lenses through which you can see and leverage value Product edge How to capture incremental profits and other benefits by slightly altering the elements and composition of a core offering Journey edge How to create and capture extra value by adjusting your role in supporting the customer's journey to and through your offering Enterprise edge How to unlock additional value from resources and capabilities that support your core offering by applying them in a different context for a different offering or different set of customers With engaging examples across many industries Lewis and McKone coach you on how to identify and assess each of the different edges and then provide concrete insights and advice on applying edge strategy and tactics to use in specific business contexts The book concludes with a ten step process to help executives and managers find and leverage the edges in their own companies Edge Strategy is the concise hands on guide for growing your business by getting more yield from assets already in place relationships already established and investments already made

Ready for Takeoff? Charles E. Schlumberger, Nora Weisskopf, 2014-10-02 This book identifies the premises and prerequisites of the low cost carriers LCC model and assesses whether it could be successful in less developed countries in particular in Sub Saharan Africa Specific attention is given to the impact of LCCs on traffic stimulation through lower fares competition and fare levels in the market

The CEO's Boss William M. Klepper, 2019-01-08 The CEO's Boss originally published in 2010 is the definitive guide to a productive working relationship between corporate boards and CEOs Speaking to an era when company directors must monitor the actions and day to day operations of their CEO William M Klepper offers eight essential lessons to help boards operate more effectively in this bold and independent role Since the publication of the first edition Klepper has continued to develop and apply its lessons for a variety of businesses and settings In this second edition Klepper renews the paradigm set forth in the first with new case studies of companies such as Wells Fargo BP Hewlett Packard and Proctor Gamble Giving directors executives investors and stakeholders the tools to make crucial relationships work Klepper details the best techniques for selecting the right CEO establishing a working relationship and giving effective feedback He affirms the importance of the social contract between

directors and their CEOs encourages directors to embrace their independence and teaches executives to value tough love He revisits the first edition s case studies and derives new insights from how these companies followed or failed to heed the book s precepts He also takes a close look at the predictions he made almost ten years ago providing new forecasts and integrating core knowledge to ensure that The CEO s Boss remains essential in our ever changing business landscape

Financial Statement Analysis and Business Valuation for the Practical Lawyer Robert B. Dickie, 2006 Written expressly for business lawyers this best selling guide takes you step by step through the key principles of corporate finance and accounting This Second Edition will update the title s content and provide additions to reflect post Enron SEC and FASB rules and new rules regarding merger and acquisition accounting **Annual Report** American Bar Association. Section of Public Utility, Communications, and Transportation Law, 2003 The Brand-Driven CEO David Kincaid, 2020-11-03 The Brand Driven CEO demonstrates how senior leadership can use their brand to align and guide the behaviors decisions and operations of their entire organization in order to drive value David Kincaid delivers practical assessments and game plans for senior executives and managers across functional areas clarifying the confusion between brand and marketing management He introduces the New 4Ps of brand management People Process Intellectual Property and Partnerships This paradigm shift equips business leaders with a new approach to managing growth profitability risk and sustainable value Using real life current case studies from today s fastest growing and most valuable brands including Starbucks Apple and BMW this book reveals the critical importance of managing big businesses as integrated business systems The Brand Driven CEO includes criteria to conduct your own brand self assessment and a stepby step roadmap that can be applied to help transform your brand and its management Foundations of Airline Finance Bijan Vasigh, Zane C. Rowe, 2019-07-02 There are few industries that have had a more profound impact on business and society over the last century than aviation This book is an accessible up to date introduction to the current state of the aviation industry which provides readers with the tools necessary to understand the volatile and often complicated nature of airline finance Understanding finance is critical in any industry however the financial track record of the airline industry places even more importance on effective financial management Foundations of Airline Finance provides an introduction to the basics of finance including time value of money the valuation of assets and revenue management and the particular intricacies of airline finance where there can be wild fluctuations in both revenues and costs The third edition of this text has been extensively updated to reflect the many changes in the air transport industry that have taken place since the publication of the second edition and features an expanded chapter on aircraft leasing and many new international case examples This thorough introduction to aviation finance is valuable reading as a general introductory financial text or as reading in specialized airline finance classes **The Airline Revolution** Gordon Mills, 2016-07-15 When starting new airlines in response to government deregulation entrepreneurs in the U S and Europe reduced some traditional service qualities to reduce costs concentrated on non stop

services between city pairs not already so connected improved on time performance and offered low fares to win leisure travelers from the incumbents and to encourage more travel In recent developments some of the new airlines have offered optional extras at higher fares to attract business travelers and entered major routes alongside the legacy carriers Within both the U S and Europe deregulation removed most geographical barriers to expansion by short haul airlines Later limited deregulation spread to other world regions where many short haul routes connect city pairs in different countries and where governments have retained traditional two country mechanisms restricting who may fly To gain access to domestic routes in other countries some new airlines are setting up affiliate companies in neighboring countries with each company legally controlled in the country of domicile With air travel growing strongly especially in Asia a common result is intense but potentially short lived competition on major routes The recent developments give clear signposts to likely mid term outcomes and make this an opportune time to report on the new airline scene The Airline Revolution will provide valuable economic analysis of this climate to students airline professionals advancing to senior positions public servants and others who provide advice to governments

Airline Operations and Management Gerald N. Cook, Bruce G. Billig, 2023-05-04 Airline Operations and Management A Management Textbook presents a survey of the airline industry with a strong managerial perspective It integrates and applies the fundamentals of several management disciplines particularly operations marketing economics and finance to develop a comprehensive overview It also provides readers with a solid historical background and offers a global perspective of the industry with examples drawn from airlines around the world Updates for the second edition include Fresh data and examples A range of international case studies exploring real life applications New or increased coverage of key topics such as the COVID 19 pandemic state aid and new business models New chapters on fleet management and labor relations and HRM Lecture slides for instructors This textbook is for advanced undergraduate and graduate students of airline management but it should also be useful to entry and junior level airline managers and professionals seeking to expand their knowledge of the industry beyond their functional area

The Disposable Visionary Curtis Powell, Bill J. Jerome, 2015-12-14 Is it possible for visionary leaders to adhere to their idealism and integrity without becoming casualties of corporate conservatism and executive level politics This book says yes arguing for the need for visionary change agents in organizations and resolving the paradox of visionary change in a bureaucratic environment Why do many companies state they want change but then often fire employees who truly rock the boat in their efforts to shift the paradigm to make improvements How should disposable visionaries leaders who are passionate about new ideas but who underestimate or intentionally ignore the political environment that supports maintaining the status quo and consequently are in danger of losing their jobs keep their passion regardless of the opposition and also keep their jobs Written with wit and filled with poignant insights and well documented examples this book provides practical advice and encouragement to those who are driven to promote new ideas and reach new levels of achievement Not just for executive level corporate leaders

frustrated by their company's resistance to change the information and inspiration presented will be enlightening to anyone who has ever been puzzled or annoyed by obstructive internal politics at work. Readers will come away with effective ways to deal with politics, champion breakthrough innovation, be recognized as their organization's most valuable asset, and unlock their potential to change the competitive playing field. The book will also be invaluable for business students who need to be aware of potential obstacles they will likely face as they embark on their careers.

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