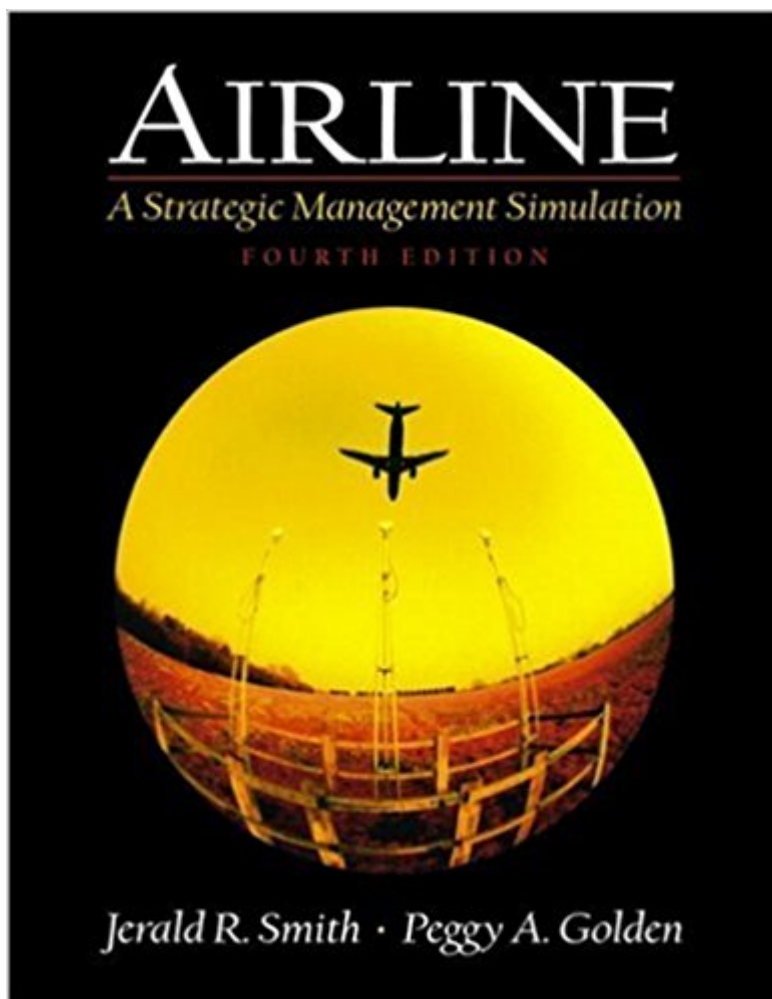


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# Airline: A Strategic Management Simulation (4th Edition)



## Synopsis

Easy to start-up and use "even for readers with no computer experience" this Windows based strategic management simulation turns individuals into teams with the responsibility of running a regional airline. By analyzing a company's history, financial reports, and other information provided, the teams make decisions concerning hiring, forecasting, suppliers to use, costs, etc. Teams are challenged to establish objectives, plan the strategy to accomplish those objectives, and then operate the airline on a quarter-by-quarter basis. Each team's decisions are input into a computer which acts as the flying public and assigns sales to each firm based on the decisions each has made. Team members are shown how to keep adequate records, analyze happenings and develop relationships, effectively organize the team, and delegate the work. For use by various organizations promoting team building, strategic management, and marketing strategy.

## Book Information

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## Customer Reviews

Easy to start-up and use "even for readers with no computer experience"; this Windows based strategic management simulation turns individuals into teams with the responsibility of running a regional airline. By analyzing a company's history, financial reports, and other information provided, the teams make decisions concerning hiring, forecasting, suppliers to use, costs, etc. Teams are challenged to establish objectives, plan the strategy to accomplish those objectives, and then operate the airline on a quarter-by-quarter basis. Each team's decisions are input into a computer which acts as the flying public and assigns sales to each firm based on the decisions each has made. Team members are shown how to keep adequate records, analyze happenings

and develop relationships, effectively organize the team, and delegate the work. For use by various organizations promoting team building, strategic management, and marketing strategy.

This is one of the least pleasant learning experiences I have ever been through. I used this book and associated software (which you must download) in a graduate Aviation Route Planning class, and this book takes every opportunity to disappoint. Understand that this is a simulation guide and you must use the simulation as part of a registered class. As for faults, there are many. The most glaring error is the almost total absence of information related to selections you must make from the very beginning. There is essentially no discussion of pros and cons of various options presented, therefore if any of the information is not completely understood prior to beginning the class (which obviously defeats the purpose of the class) errors can be made which can prove disastrous for the remainder of the simulation. Only my long history in the industry assisted me in making reasonable choices in the numerous gray areas. If you insist on taking a class that uses this simulation, buy a comprehensive airline management text and read it prior to starting the class (perhaps the books by Douganis would be most helpful). Don't even think about buying this for personal use; you will get nothing from it. As an aside, the software is extremely buggy (for myself and many others in my class), so be prepared to enter all decisions multiple times, have data disappear, never be able to find your information, etc. All in all this is without peer in the truly horrible textbook category. If you can take an equivalent course based on case studies, or for that matter ANY other text, by all means do so. I was obviously very disappointed by this book (and software): it sounded like a good idea at the time, and I genuinely thought it could prove of value to my knowledge of the material; instead all I got was indigestion.

The manager or student who does not have the assistance of an 'airline-experienced' professor, the computer software and the additional training material makes this simulation process much more difficult to comprehend, understand and complete. If the publisher and the writer would include the extra material plus the computer software, this could be a great training tool for many airline managers and others. If you must buy this simulation in its present form, consider purchasing Paul Dempsey's book: Airline Management to get through this.

this was required for a business class and was incredibly boring. the simulation of owning an airline sucks and i'm so glad i never have to do it again.

The book is missing some pages, as warned. Other than that, the book came within a few days in pretty excellent condition. Very cheap & efficient.

I needed this book for a class, and the actual process of the simulation is definitely a learning experience.

Stay tuned folks, the new and improved 4th edition is scheduled for publication during the third quarter of this year!

my family need it , This product has great balance and weighting to it. I was impressed with the packaging and the product itself is impressive, especially given the price. I would absolutely recommend purchasing this product to others. good quality with low price. satisfied. fast shipping,

This is an integrative simulation: one must make decisions in all of the areas of running a business. Although the context is the airline industry, most, if not all, of the generic decisions one must make in business are contained. For example, decisions must be made in the areas of price, promotion, training and dividends. I use this simulation in some of my upper level business classes. Since it is a strategic simulation, you need some prior knowledge of the different functional areas to make wise decisions. If you do not possess this prior knowledge, then you need the willingness to do some research in your areas of weakness. Many of my students find this to be one of the highlights of the class. Some, however, do struggle with it. If one keeps an attitude of learning as the ultimate goal, and stays motivated towards that goal, then this simulation can be a positive learning experience. The simulation can and will probably require serious thought and effort.

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