



Strategic Management: British Airways

By Joseph Katie

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...



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