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Sommario/riassunto

Take a management journey to the heart of the restructuring of SN Brussels Airlines, sharing the dos and don'ts of Jean-Frederic Mognetti's three years of hands-on experience as restructuring catalyst to the company. In 2002 SN rose out of the ashes of Belgian airline SABENA, witnessing a remarkable turnaround and returning to continuing profits as early as the second year of operations, even going on to acquire Virgin Express in 2005. This was achieved with a modest equity investment of €150 million, 12 times less than the cash that Swiss International Airlines, SN's former sister company, bu
