1. Record Nr. UNINA9910819117503321 Autore Gelain Antoine Titolo The business of aerospace: industry dynamics, corporate strategies, innovation models and ... the big(ger) picture / / Antoine Gelain Pubbl/distr/stampa Reston:,: American Institute of Aeronautics et Astronautics,, [2021] ©2021 **ISBN** 1-5231-4091-7 Edizione [1st ed.] Descrizione fisica 1 online resource (xx, 192 pages) Disciplina 629.10688 Soggetti Aerospace industries Aerospace industries - Management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Includes index. The Business of Aerospace is a compilation of many of Antoine Gélain's Sommario/riassunto writings for Aviation Week & Space Technology published throughout the last decade. Organized by themes and complemented by brief commentaries introducing underlying business concepts or additional information, these reader-friendly columns cover a broad enough range of issues to provide a comprehensive, 360-degree view of the key themes relevant to the business of aerospace today. They draw on the author's unique combination of functional expertise (studying and advising on corporate strategy) and industry expertise (working in and

with the aerospace industry).