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Autore	MacDonald Larry
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Chapter 6: Aerospace Takes Off; A Bold Move; Early Attempts to Diversify: The Automotive Sector; The Acquisition of Canadair (1986); Good Things Come in Threes: Shorts, Learjet, and de Havilland; Portrait of a Turnaround Artist; Power in Numbers: Synergizing Operations; Chapter 7: Revolution in the Sky: The Move Toward Regional Jets; The Rise of Airline Hubs From Challenger to CRJ A New Captain Steers Aerospace Group; Bombardier Takes Off; Dogfight in the Clouds; Inside the Pro-ex Saga; An Affair of State; Government Support; Chapter 8: Spreading Its Wings; The Global Express Business Jet (1991-1996); Diversification Delivers; PART FOUR; Chapter 9: Two Turbulent Decades at Valcourt; The Ski-Doo Loses Speed; Pierre Beaudoin and the Return of the Sea-Doo (1988); Extreme Snowmobiling and Innovation; Acquisition of Outboard Marine Corporation (2001); Chapter 10: Lessons in Strategic Governance; The Eminence Grise Decentralization Management Tools; An Evolving Structure; Chapter 11: Handing Over the Reins; Robert Brown Takes Charge; The Impact of September 2001; Tellier Joins Bombardier; An Unexpected Comeback; Pierre Takes the Helm and C-Series Aircraft Takes Off; Laurent Beaudoin's Legacy; Endnotes; Supplemental Images; Index

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## Sommario/riassunto

The story of the company that was founded by the inventor of the snowmobile In 1942, Joseph-Armand Bombardier invented the snowmobile and founded his company to manufacture them. From its humble beginnings as an entrepreneurial company in rural Quebec, led by an enterprising inventor, Bombardier Inc. has emerged as a global leader in the transportation industry. This book tells the fascinating tale of this remarkably well managed company that has enjoyed spectacular growth in its chosen markets through strong leadership and management strategy, succession planning, strategic

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2. Record Nr.	UNISALENTO991002037829707536
Titolo	Lors est ce jour grant joie née : essais de langue et de littérature françaises du Moyen Âge / édités par Michèle Goyens et Werner Verbeke
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Altri autori (Persone)	Goyens, Michèleauthor Verbeke, Werner
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Lingua di pubblicazione	Francese
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Livello bibliografico	Monografia