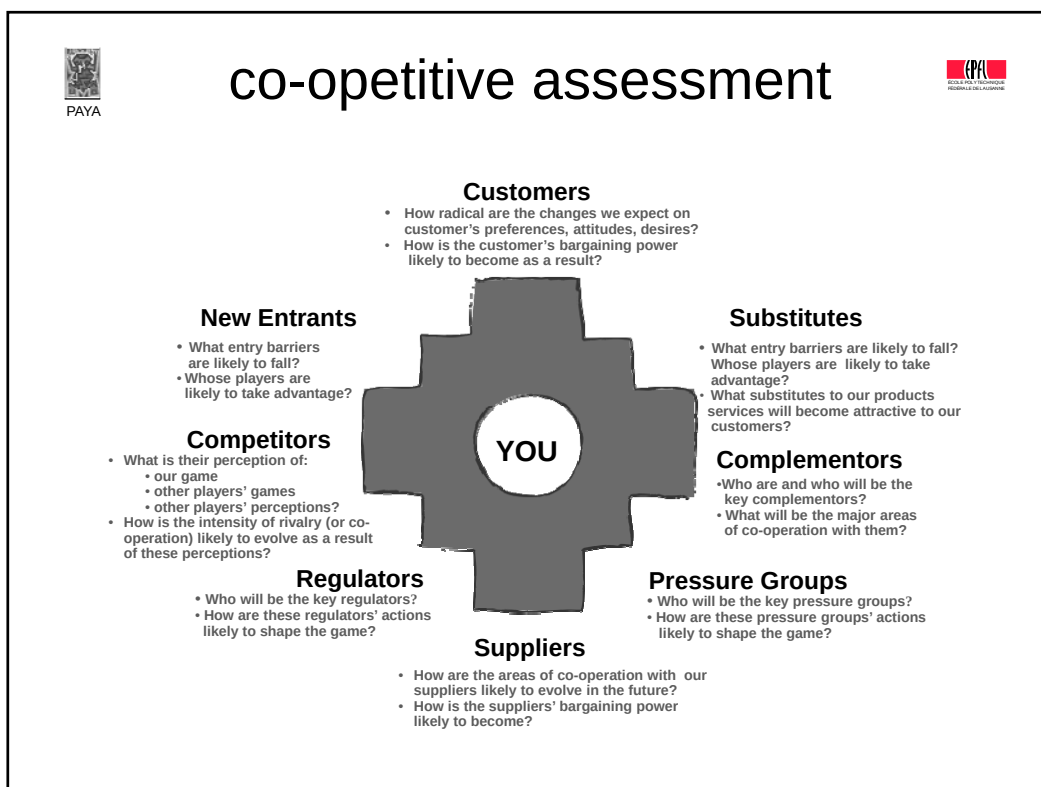
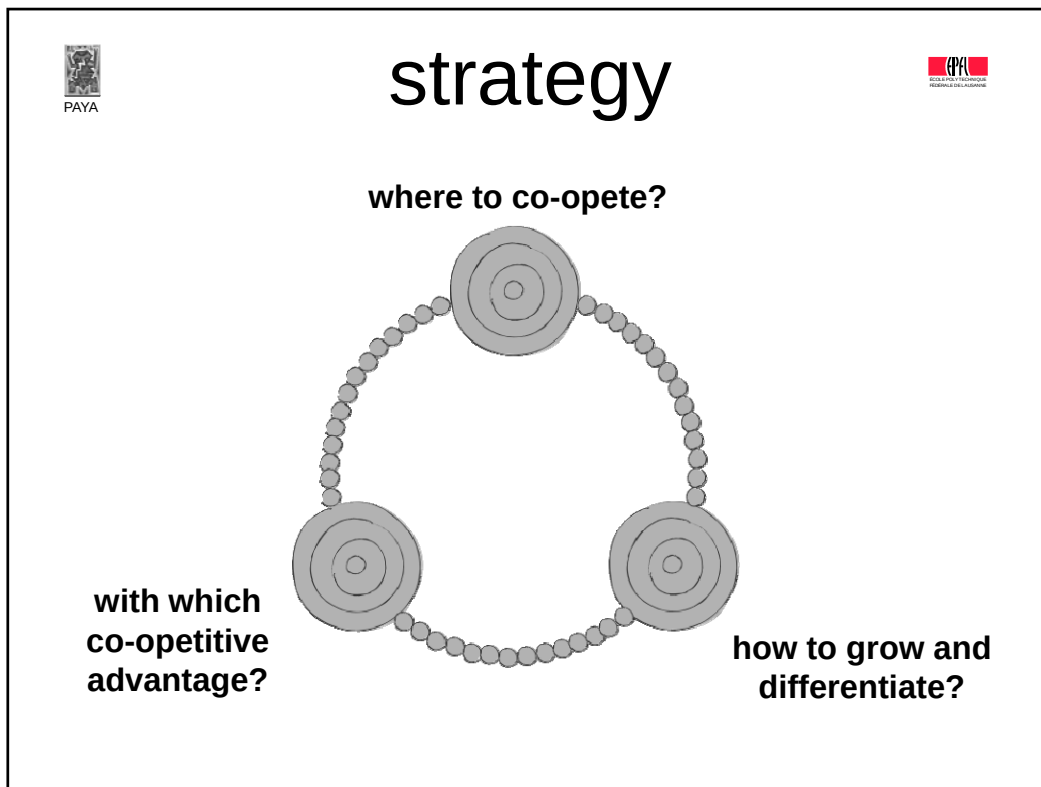


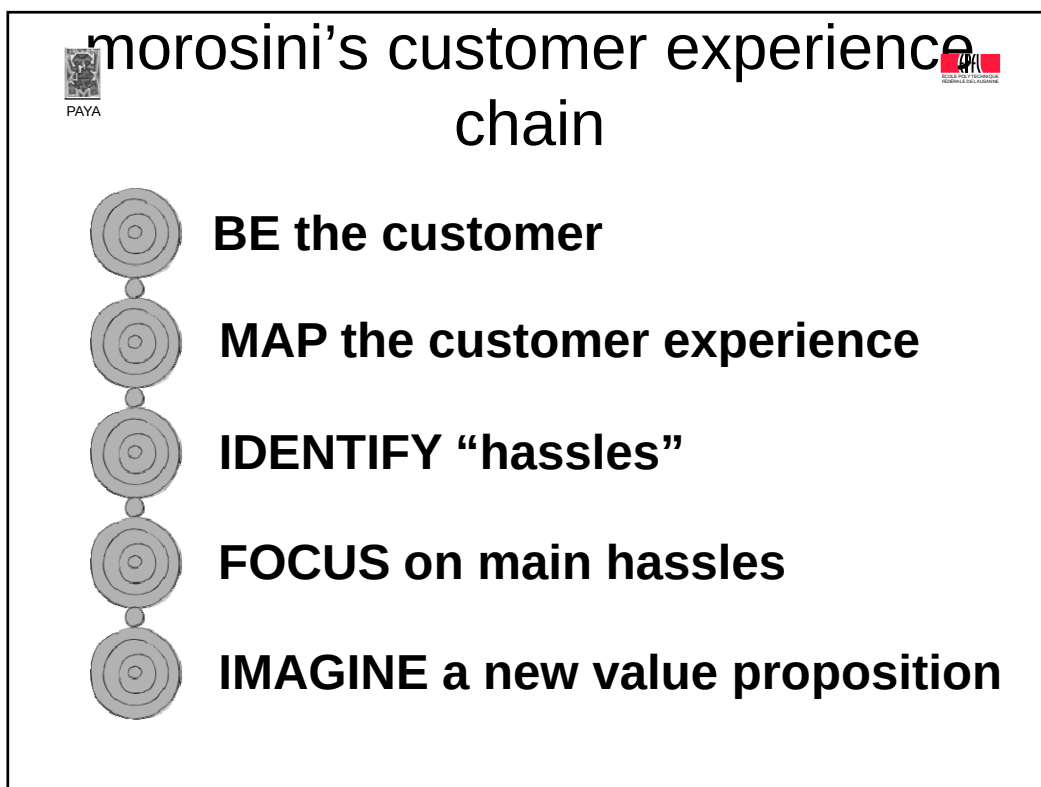
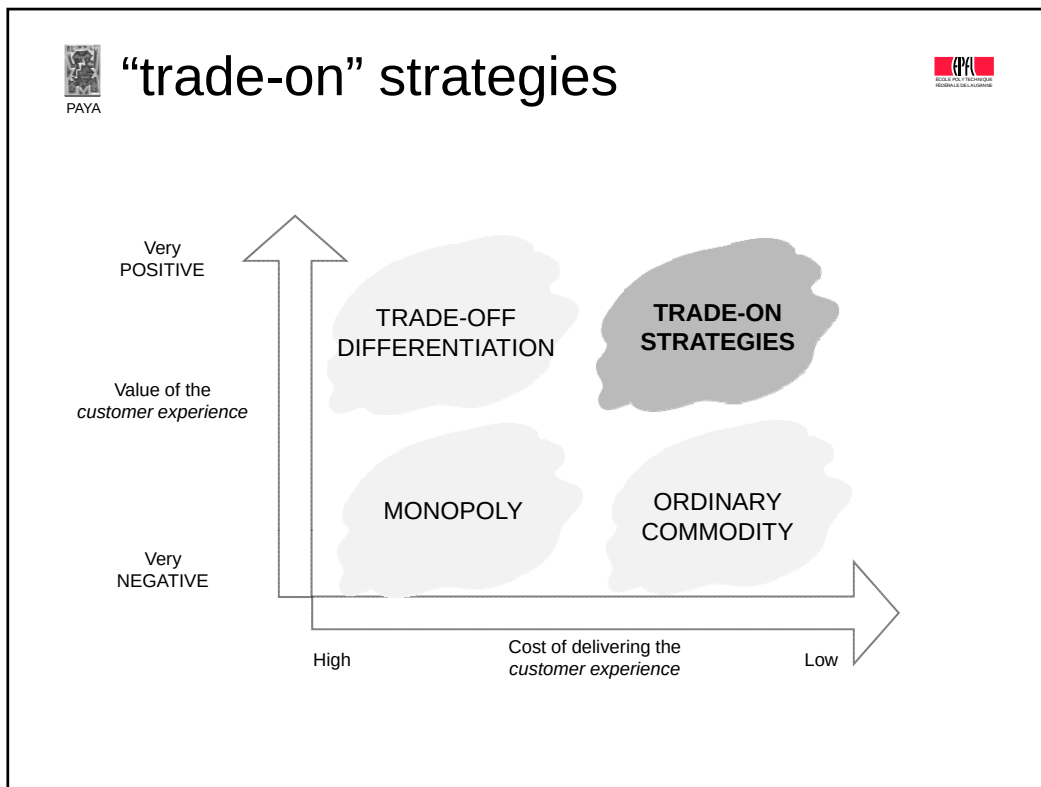
Designing innovative trade-on strategies for global success

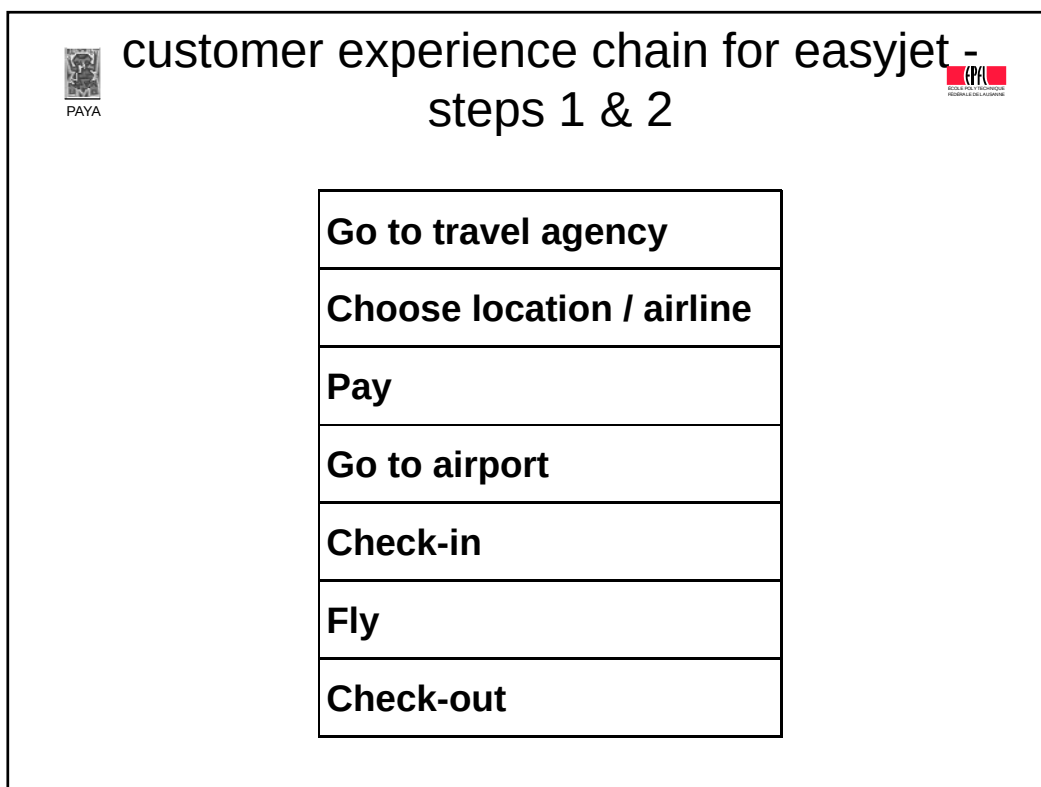
Professor Christopher L Tucci

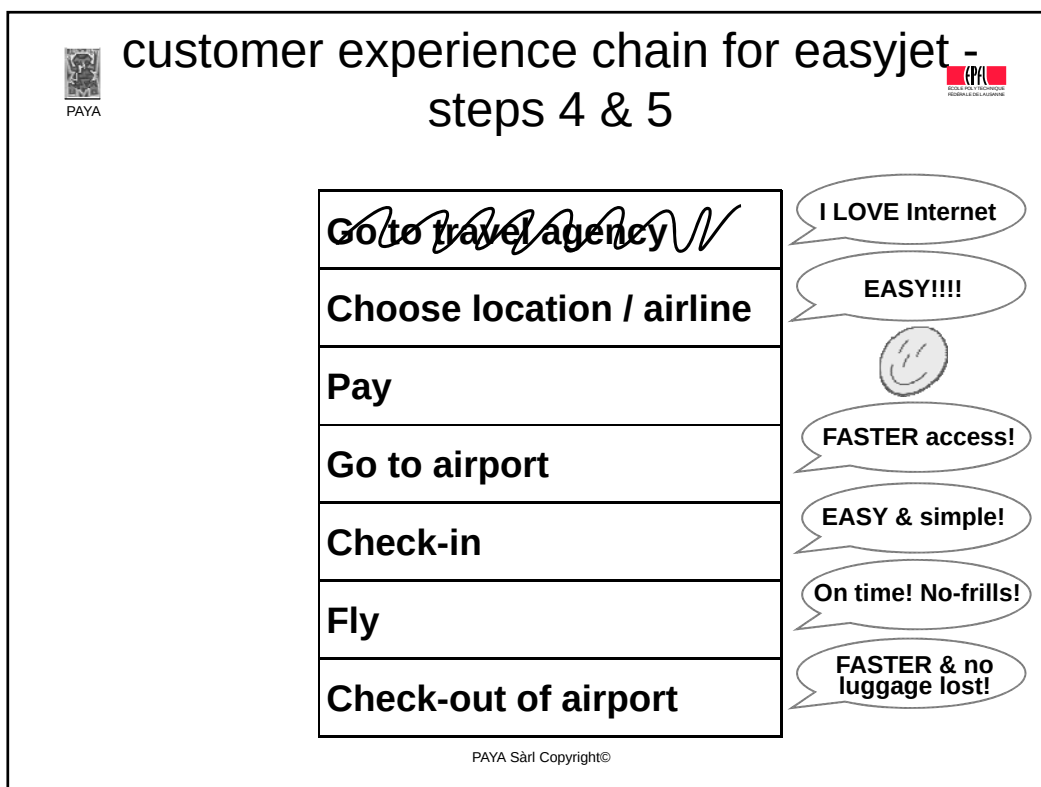
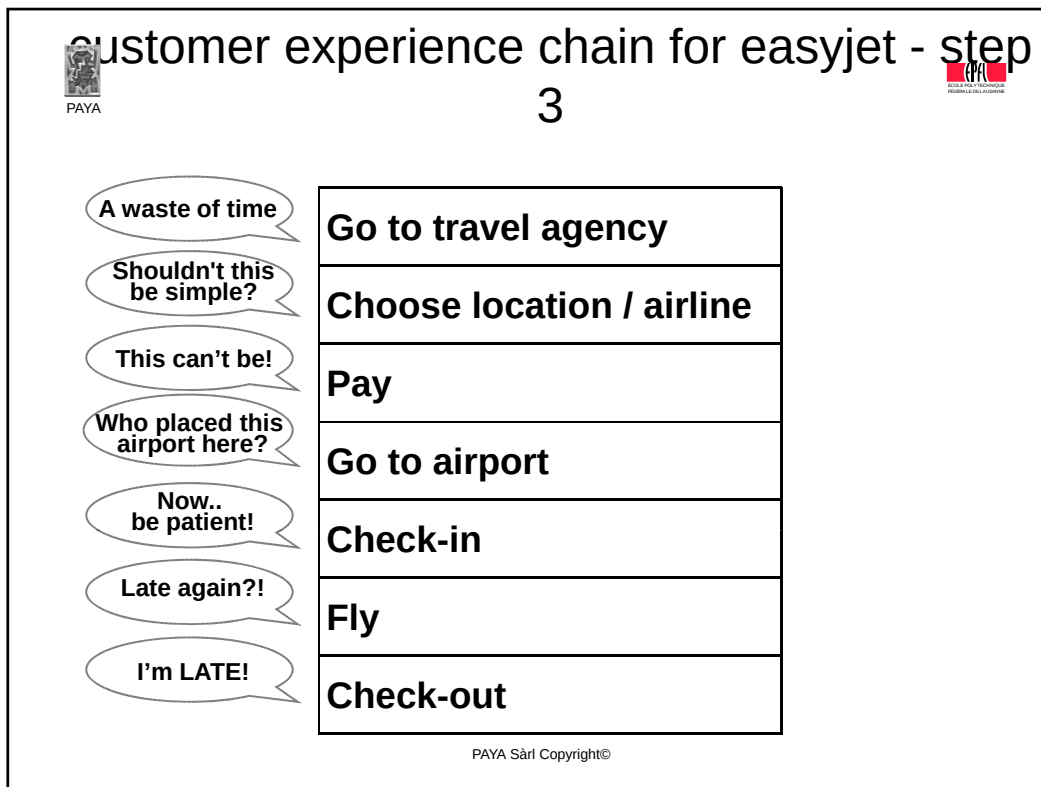
european airlines: 1990-95

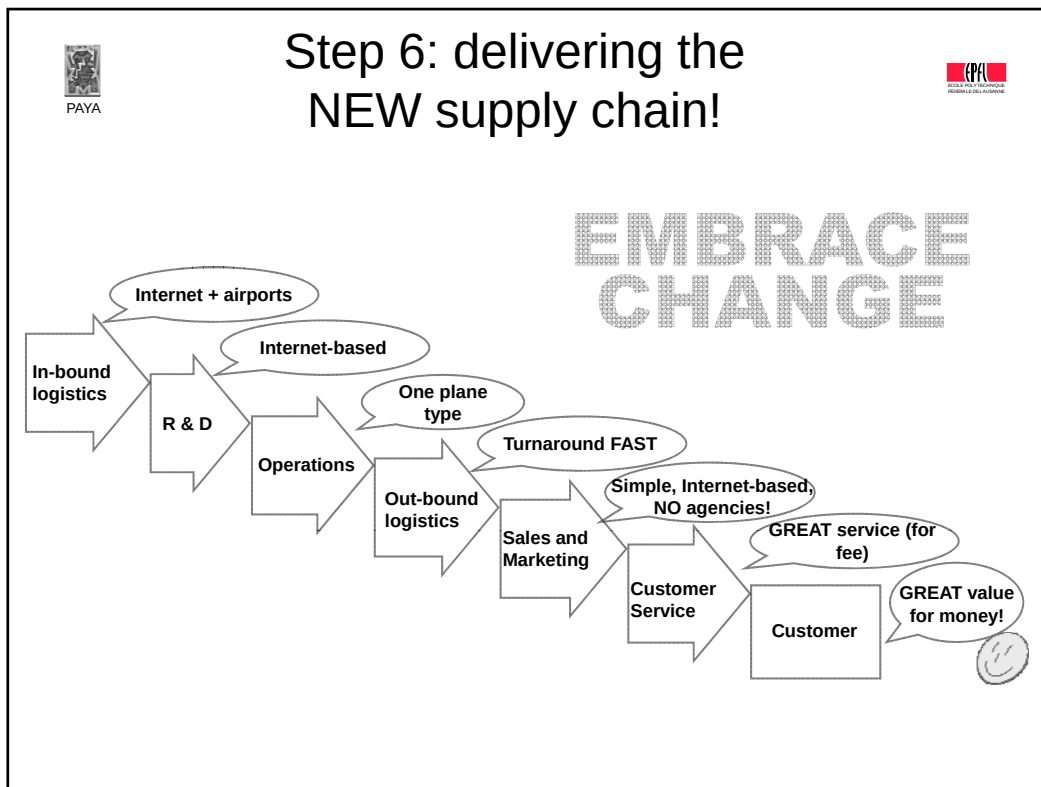
- 1. Who were the key players?**
- 2. What *transformations* were these players likely to drive over the next five years?**
- 3. As a *result* of these transformations:**
 - How do you expect European airlines to *look* during the late 1990s and early 2000s?
 - What will be *attractive* areas to “co-opete”?
(Attractiveness = growth and profitability potential)

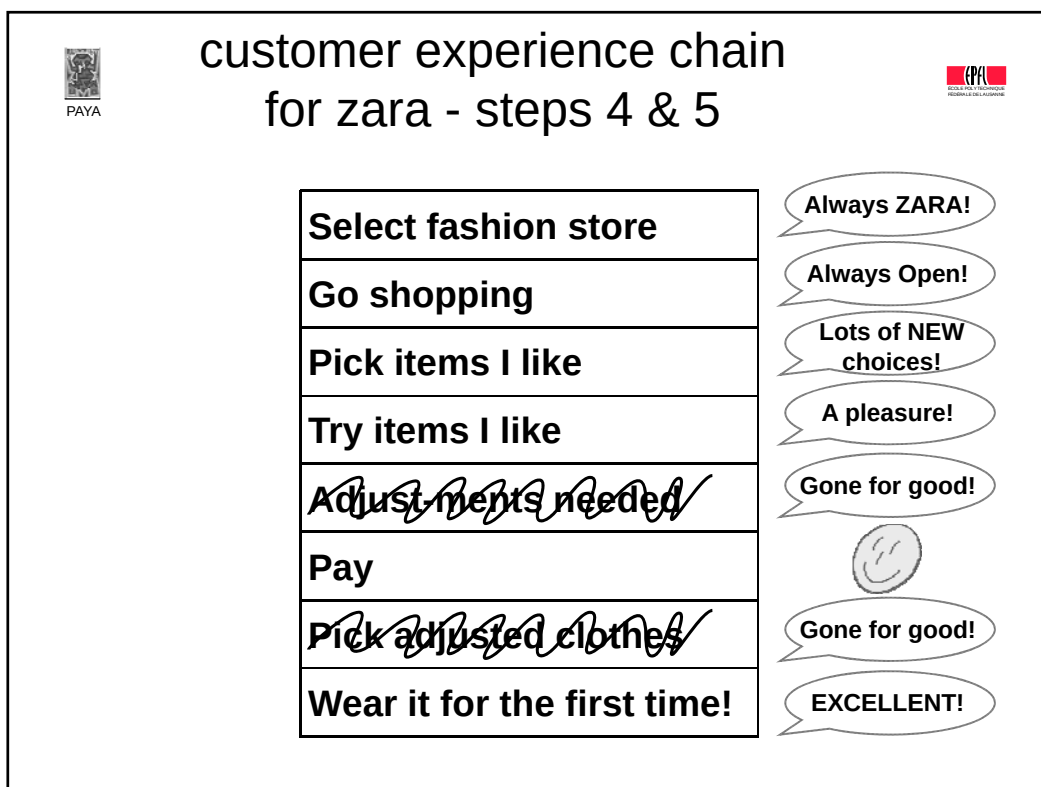
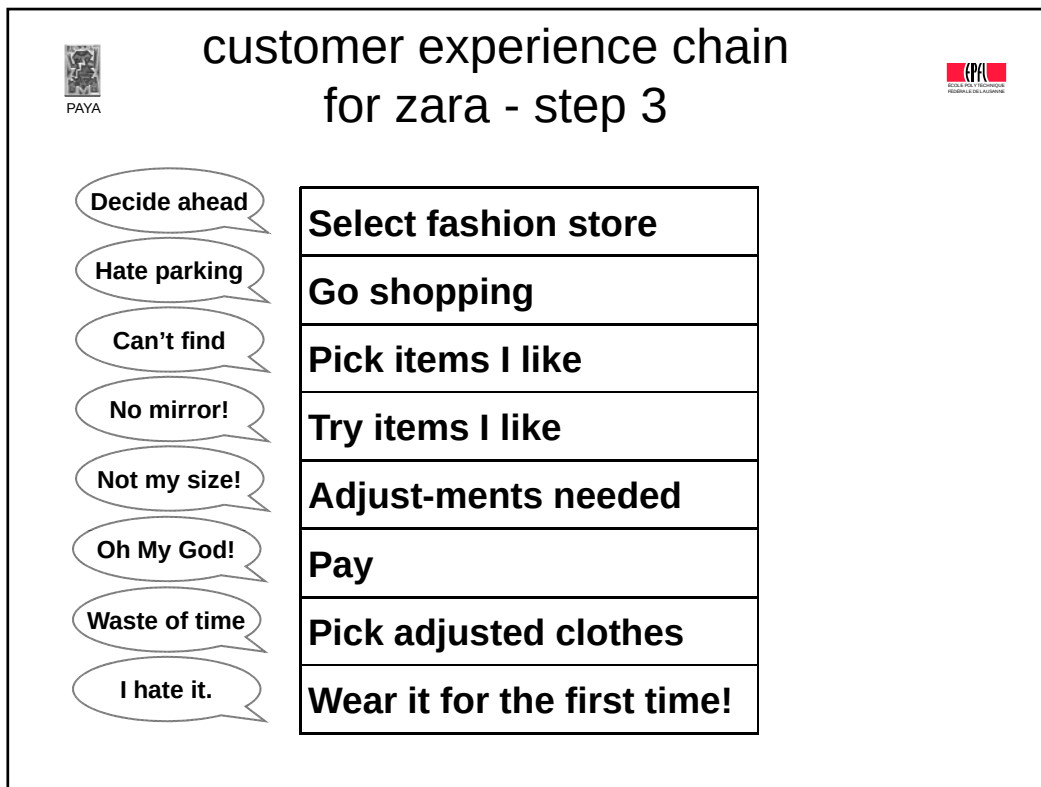


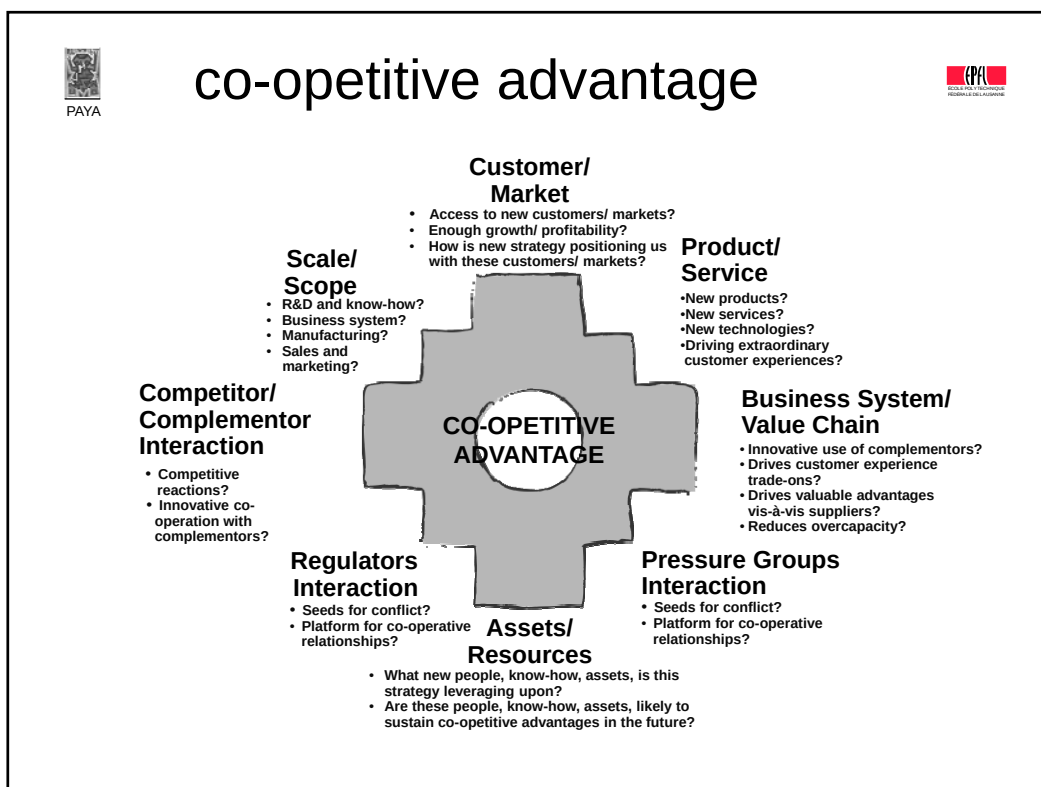
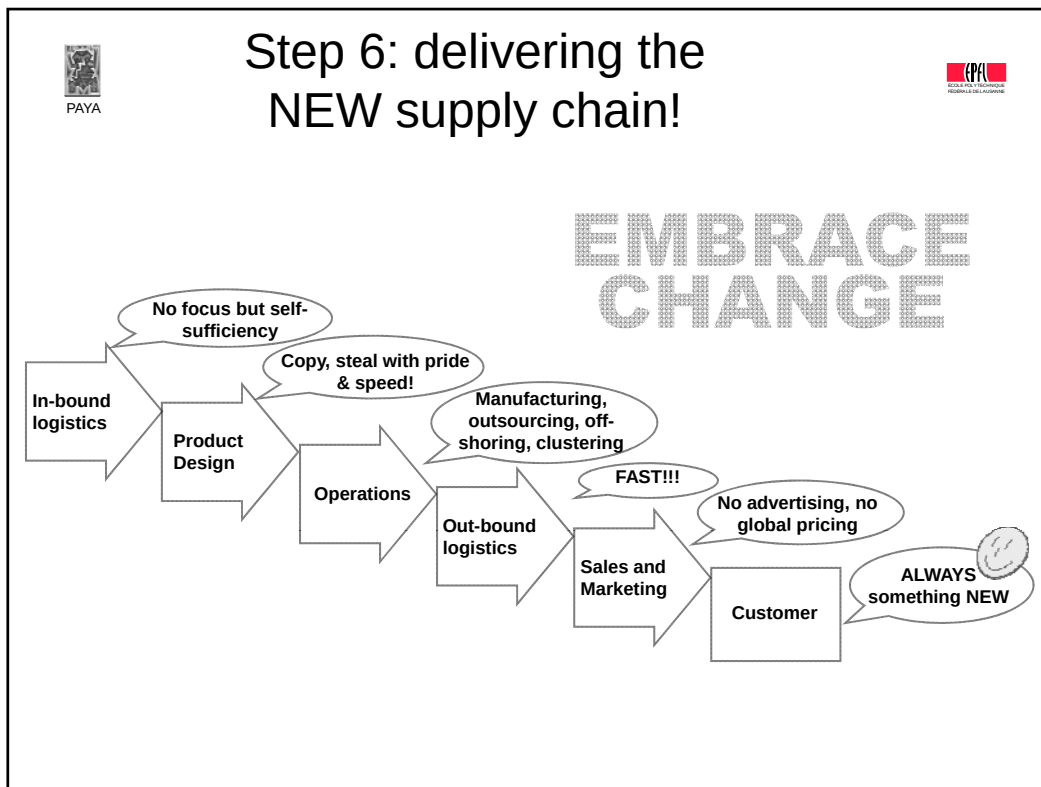














Designing innovative trade-on strategies



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