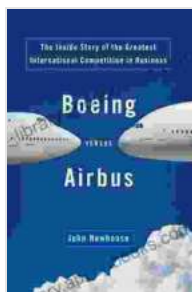


# Boeing Versus Airbus: The Inside Story of the Epic Rivalry

John Newhouse's *Boeing Versus Airbus: The Inside Story of the Epic Rivalry* is a must-read for anyone interested in the history of aviation, business, or competition. Newhouse, a former *Time* magazine correspondent and author of several other books on business and technology, has written a meticulously researched and engagingly written account of the decades-long battle between these two aerospace giants.

Boeing and Airbus are the two largest commercial aircraft manufacturers in the world, and their rivalry has been one of the most intense and closely watched in business history. Newhouse traces the origins of the rivalry back to the early days of aviation, when both companies were founded within a few years of each other. He then follows the two companies through their respective ups and downs, from the development of the first jetliners to the recent competition for the world's largest aircraft Free Downloads.



## Boeing Versus Airbus by John Newhouse

★★★★☆ 4.2 out of 5

Language	: English
File size	: 643 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Screen Reader	: Supported
Print length	: 272 pages
Paperback	: 96 pages
Item Weight	: 10.6 ounces
Dimensions	: 6.46 x 0.28 x 9.13 inches



Newhouse's book is full of fascinating details and anecdotes about the key players in the Boeing-Airbus rivalry, including former Boeing CEO Phil Condit and former Airbus CEO Tom Enders. He also provides a clear and concise explanation of the complex technical and financial issues that have shaped the competition between the two companies.

*Boeing Versus Airbus* is a must-read for anyone interested in the history of aviation, business, or competition. Newhouse's meticulously researched and engagingly written account of the decades-long battle between these two aerospace giants is a fascinating tale of innovation, ambition, and intrigue.

## Reviews

"A fascinating and meticulously researched account of the decades-long battle between Boeing and Airbus. Newhouse provides a clear and concise explanation of the complex technical and financial issues that have shaped the competition between the two companies, and he brings to life the key players in the rivalry with vivid anecdotes and profiles. *Boeing Versus Airbus* is a must-read for anyone interested in the history of aviation, business, or competition." — **Walter Isaacson, author of *Leonardo da Vinci* and *Steve Jobs***

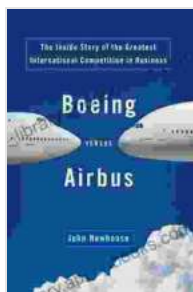
"John Newhouse has written a definitive history of the Boeing-Airbus rivalry. *Boeing Versus Airbus* is a fascinating tale of innovation, ambition, and intrigue, and Newhouse tells it with clarity, insight, and wit. This is a must-

read for anyone interested in the history of aviation or business." —**Bill Gates**

"A riveting account of the decades-long battle between Boeing and Airbus. Newhouse has done a masterful job of weaving together the technical, financial, and human elements of this epic rivalry. *Boeing Versus Airbus* is a must-read for anyone interested in aviation, business, or competition." —**Richard Branson**

### About the Author

John Newhouse is a former *Time* magazine correspondent and author of several other books on business and technology. He is a graduate of Harvard College and the Columbia University Graduate School of Journalism. He lives in New York City.



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