

Hard Landing The Epic Contest For Power And Profits That Plunged The Airlines Into Chaos

"When the history book is written on the restructuring of this industry, Delta will be the greatest turnaround story in it."
--Delta CEO Gerald Grinstein, December 19, 2006
Its reputation was now as tattered as the interiors of its airplanes. Delta Air Lines, on September 14, 2005, was nothing like the world-beating company it had been just five years earlier, let alone decades before that. On this day, Delta found itself surrounded by lawyers, dejectedly filing for bankruptcy. Few believed it could ever reclaim its perch atop the US airline industry. But it did. *Glory Lost and Found: How Delta Climbed from Despair to Dominance in the Post-9/11 Era* tells the story of Delta's dramatic tumble into bankruptcy and how it climbed its way back to pre-eminence despite hurricane-force headwinds: high fuel prices, a hostile takeover bid, relentless competition, economic meltdowns and geopolitical shocks. This book stems from a decade of research and countless interviews by Airline Weekly's Seth Kaplan and Jay Shabat. It's a profile in leadership: Delta became not only the greatest turnaround story in its own industry but also one of the greatest in the history of corporate America. Delta did the unimaginable by simultaneously resurrecting its finances and the spirits of its employees and customers. And while redefining itself, Delta also redefined an industry.

Directly from the bestselling, groundbreaking *Batman/Fortnite: Zero Point* miniseries, comes an oversized one-shot that brings the action from the island to Gotham City. If you thought the *Batman/Fortnite* saga was over, think again...it only gets bigger from here! Please note: This digital comic purchase DOES NOT include any redeemable code for *Fortnite* in-game bonus rewards.

Describes the evolution of JetBlue from an upstart underdog into a revolutionary company that has transformed the aviation business, offering a behind-the-scenes look at the company's unusual corporate culture, its leadership and management principles, and innovative approach to business. Reprint.

The inside story of the men who have ruled the world's airline industry for the past 25 years, and of their epic battles for control of the skies.

An illustrated companion to the seven-hour National Geographic Channel special miniseries of the same name includes 250 breathtaking photos and describes all of the epic animal dramas that will be featured in the series. TV tie-in. 200,000 first printing.

"What a vibrant, propulsive, wildly intelligent and big-hearted slice of life *Sophomores* is, an intricate portrait of a family in

crisis rendered with a great deal of humor and compassion. I loved this family, this corner of the world, this novel." -Claire Lombardo, author of *The Most Fun We Ever Had* The late 1980s come alive in this moving and keenly observed story of one boy's unforgettable sophomore year, and his parents' surprising journey alongside him. It's fall 1987 and life as normal is ending for the Malone family. With their sterile Dallas community a far cry from the Irish-American Bronx of their youth, Pat and Anne Malone have reached a breaking point. Pat, faced with a debilitating MS diagnosis, has fallen into his drinking. Anne, his devoutly Catholic wife, is selected as a juror for a highly publicized attempted murder trial, one that raises questions--about God, and about men in power--she has buried her entire life. Together, they try to raise their only son, Daniel, a bright but unmotivated student who is shocked into actual learning by an enigmatic English teacher. For once, Dan is unable to fly under the radar, and is finally asked to consider what he might want to make of his life. With humor and tenderness, *Sophomores* brilliantly captures the enduring poignancy of coming of age, teenage epiphanies and heartbreak, and family redemption.

When Southwest Airlines made its inaugural flight on June 18, 1971, experts predicted that the company wouldn't last more than ninety days. Some thirty-two years later, Southwest is the beleaguered airline industry's only profitable major company-"Money magazine has named Southwest Airlines' common stock the premier investment of the last thirty years. Now Southwest's founding president and CEO (1970-78), Lamar Muse, offers a definitive account of the airline's scrappy beginning. The principles and practices that assured the company's success were, largely, Muse's own. Those same winning strategies continue to sustain the company through the market's ups and downs, In "Southwest Passage, Muse delivers plain facts and informed opinions that replace convoluted outsider accounts of the company's history. For anyone wondering how the air industry can renew itself, how Southwest achieved its dominance, or how business really works, this unique story has the answers.

Reveals the secrets of Southwest Airlines' success and describes the unusual and unexpected inner workings of one of America's biggest success stories

In *The Crash Detectives*, veteran aviation journalist and air safety investigator Christine Negroni takes the reader inside crash investigations from the early days of the jet age to the present, including the search for answers about what happened to the missing Malaysia Airlines Flight 370. As Negroni dissects each accident, she explores the common themes and, most importantly, what has been learned from them to make planes safer. Indeed, as Negroni shows, virtually every aspect of modern pilot training, airline operation and aircraft design has been shaped by lessons learned from disaster. Along the way, she also details some miraculous saves, when quick-thinking pilots averted catastrophe and kept hundreds of people alive. Tying in aviation science, performance psychology and extensive interviews with pilots, engineers, human factors specialists, crash survivors and others

involved in accidents all over the world, *The Crash Detectives* is an alternately terrifying and inspiring book that might just cure your fear of flying, and will definitely make you a more informed passenger.

The New York Times bestselling, “meticulously researched and absorbingly written” (The Washington Post) story of the trailblazers and the ordinary Americans on the front lines of the epic Apollo 11 moon mission. President John F. Kennedy astonished the world on May 25, 1961, when he announced to Congress that the United States should land a man on the Moon by 1970. No group was more surprised than the scientists and engineers at NASA, who suddenly had less than a decade to invent space travel. When Kennedy announced that goal, no one knew how to navigate to the Moon. No one knew how to build a rocket big enough to reach the Moon, or how to build a computer small enough (and powerful enough) to fly a spaceship there. No one knew what the surface of the Moon was like, or what astronauts could eat as they flew there. On the day of Kennedy’s historic speech, America had a total of fifteen minutes of spaceflight experience—with just five of those minutes outside the atmosphere. Russian dogs had more time in space than US astronauts. Over the next decade, more than 400,000 scientists, engineers, and factory workers would send twenty-four astronauts to the Moon. Each hour of space flight would require one million hours of work back on Earth to get America to the Moon on July 20, 1969. “A veteran space reporter with a vibrant touch—nearly every sentence has a fact, an insight, a colorful quote or part of a piquant anecdote” (The Wall Street Journal) and in *One Giant Leap*, Fishman has written the sweeping, definitive behind-the-scenes account of the furious race to complete one of mankind’s greatest achievements. It’s a story filled with surprises—from the item the astronauts almost forgot to take with them (the American flag), to the extraordinary impact Apollo would have back on Earth, and on the way we live today. From the research labs of MIT, where the eccentric and legendary pioneer Charles Draper created the tools to fly the Apollo spaceships, to the factories where dozens of women sewed spacesuits, parachutes, and even computer hardware by hand, Fishman captures the exceptional feats of these ordinary Americans. “It’s been 50 years since Neil Armstrong took that one small step. Fishman explains in dazzling form just how unbelievable it actually was” (Newsweek).

An expose of the airline industry covers such events as the rise of Southwest Airlines, Pan Am's attempt to take over National, and the battle between British Airways and Virgin Air

The Global Airline Industry Second Edition provides a definitive introduction to the global air transportation system. It features detailed coverage of airline economics, strategy, management, scheduling, operations, and ticket distribution, as well as survey chapters on aviation safety and security, airports, air traffic control, environmental impacts, and the international regulatory environment in which the industry operates. It offers a global perspective, drawing on the editors’ extensive experience with airline and air transport issues and featuring contributions from experts all around the world. *The Global Airline Industry, Second Edition* has been significantly revised and updated from the bestselling first edition and now also includes a chapter on Airline Revenue Management.

Relationship Marketing provides a comprehensive overview of the fundamentals and important recent developments in this fast-

growing field. "This book makes a landmark contribution in assembling some of the best contemporary thinking about relationship marketing illustrated with concrete descriptions of companies in the automobile industry, consumer electronics, public utilities and so on, which are implementing relationship marketing. I highly recommend this to all companies who want to see what their future success will require." PROF. PHILIP KOTLER, NORTHWESTERN UNIVERSITY, ILLINOIS

In 1787, the twenty-eighth year of the reign of King George III, the British Government sent a fleet to colonize Australia ... An epic description of the brutal transportation of men, women and children out of Georgian Britain into a horrific penal system which was to be the precursor to the Gulag and was the origin of Australia. The Fatal Shore is the prize-winning, scholarly, brilliantly entertaining narrative that has given its true history to Australia.

The first book in the bestselling Dan 'Spider' Shepherd series. Dan 'Spider' Shepherd is used to putting his life on the line. Working for an elite undercover squad he has lied, cheated and conned in order to bring Britain's most wanted criminals to justice. But when a powerful drugs baron starts to kill off witnesses to his crimes, Shepherd is given his most dangerous assignment yet. He has to go undercover in a top security prison, a world where one wrong move will mean certain death. As Shepherd gambles everything to move in on his quarry, he soon realises that the man he is hunting is even more dangerous than the police realise. And that he is capable of striking outside the prison walls and hitting Shepherd where it hurts most.

Traces the history of the Braniff airline and discusses how the mismanagement of the company resulted in its bankruptcy
The Golden Age of Aviation is brought to life in this story of the giant Zeppelin airships that once roamed the sky—a story that ended with the fiery destruction of the Hindenburg. “Genius . . . a definitive tale of an incredible time when mere mortals learned to fly.”—Keith O’Brien, The New York Times At the dawn of the twentieth century, when human flight was still considered an impossibility, Germany’s Count Ferdinand von Zeppelin vied with the Wright Brothers to build the world’s first successful flying machine. As the Wrights labored to invent the airplane, Zeppelin fathered the remarkable airship, sparking a bitter rivalry between the two types of aircraft and their innovators that would last for decades, in the quest to control one of humanity’s most inspiring achievements. And it was the airship—not the airplane—that led the way. In the glittery 1920s, the count’s brilliant protégé, Hugo Eckener, achieved undreamed-of feats of daring and skill, including the extraordinary Round-the-World voyage of the Graf Zeppelin. At a time when America’s airplanes—rickety deathtraps held together by glue, screws, and luck—could barely make it from New York to Washington, D.C., Eckener’s airships serenely traversed oceans without a single crash, fatality, or injury. What Charles Lindbergh almost died doing—crossing the Atlantic in 1927—Eckener had effortlessly accomplished three years before the Spirit of St. Louis even took off. Even as the Nazis sought to exploit Zeppelins for their own nefarious purposes, Eckener built his masterwork, the behemoth Hindenburg—a marvel of design and engineering. Determined to forge an airline empire under the new flagship, Eckener met his match in Juan Trippe, the ruthlessly ambitious king of Pan American Airways, who believed his fleet of next-generation planes would vanquish Eckener’s coming airship armada. It was a fight only one man—and one technology—could win. Countering each other’s moves on the global chessboard, each seeking to wrest the advantage from his rival, the struggle for

mastery of the air was a clash not only of technologies but of business, diplomacy, politics, personalities, and the two men's vastly different dreams of the future. Empires of the Sky is the sweeping, untold tale of the duel that transfixed the world and helped create our modern age.

Jay, Summer and Dylan are fresh out of the biggest reality show there is. But they're about to discover what fame and fortune are really about. Jay's brother Theo is young, rich and famous: but is it making him happy? Summer's got to weather her one-star reviews and take her career back into her own hands. And Dylan might soon be seeing the world of show-business from the four walls of a prison cell. They've got everything to play for.

Mojave Desert, 1957. Vincent Kahn is an astronaut in training, living with his wife in the desert. He will go on to be the first man to walk on the moon. Fay Fern is 19-years-old and working in a dive bar, having rejected her parents' wealth and conservatism. She will go on to become a violent activist and one of the FBI's most wanted. The pair's brief but intense love affair will have repercussions that echo through the American century, intersecting with the race to space, the rage against the Vietnam war, and the ravages of the AIDS epidemic.

Hard Landing The Epic Contest for Power and Profits that Plunged the Airlines Into Chaos Three Rivers Press

Volume III of The Dragonriders of Pern®, the influential series by sci-fi/fantasy titan Anne McCaffrey Never in the history of Pern has there been a dragon like Ruth. Mocked by other dragons for his small size and pure white color, Ruth is smart, brave, and loyal—qualities that he shares with his rider, the young Lord Jaxom. Unfortunately, Jaxom is also looked down upon by his fellow lords, and by other riders as well. His dreams of joining the dragonriders in defending Pern are dismissed. What else can Jaxom and Ruth do but strike out on their own, pursuing in secret all they are denied? But in doing so, the two friends will find themselves facing a desperate choice—one that will push their bond to the breaking point . . . and threaten the future of Pern itself.

With stories of 50 incredible hiking routes in 30 countries, from New Zealand to Peru, plus a further 150 suggestions, Lonely Planet's Epic Hikes of the World will inspire a lifetime of adventure on foot. From one-day jaunts and urban trails to month-long thru-hikes, cultural rambles and mountain expeditions, each journey shares one defining feature: being truly epic. In this follow-up to Epic Bike Rides and Epic Drives, we share our adventures on the world's best treks and trails. Epic Hikes is organised by continent, with each route brought to life by a first-person account, beautiful photographs and charming illustrated maps. Additionally, each hike includes trip planning advice on how to get there, where to stay, what to pack and where to eat, as well as recommendations for three similar hikes in other regions of the world. Hikes featured include: Africa & the Middle East: Cape Town's Three Peaks (South Africa) Kilimanjaro (Tanzania) Camp to Camp in South Luangwa National Park (Zambia) Americas: Angel's Landing, Zion National Park (USA) Skyline Trail, Jasper National Park (Canada) Concepción volcano hike (Nicaragua) Asia: 88 Sacred Temples of Shikoku Pilgrimage (Japan) Markha Valley (India) Gubeikou to Jinshanling on the Great Wall (China) Europe: Wordsworth's Backyard: Dove Cottage and around Rydal and Grasmere (UK) Alpine Pass Route (Switzerland) Camino de Santiago (Spain) Oceania: Sydney's Seven Bridges Walk (Australia) The Routeburn Track (New Zealand) Kokoda Track (Papua New Guinea) About Lonely Planet: Lonely Planet is a leading travel media company and the world's number one travel guidebook brand, providing both inspiring and trustworthy information for every kind of traveller since 1973. Over the past four decades,

we've printed over 145 million guidebooks and grown a dedicated, passionate global community of travellers. You'll also find our content online, on mobile, video and in 14 languages, 12 international magazines, armchair and lifestyle books, ebooks, and more. Important Notice: The digital edition of this book may not contain all of the images found in the physical edition.

No Canadian company today holds a higher profile than Air Canada; few CEOs possess the recognition factor of its chief, Robert Milton. But in 2003, their notoriety is for all the wrong reasons: in less than four years under Milton's command, Air Canada has gone from unrivalled industry giant to a wounded behemoth seeking bankruptcy protection. Was it mismanagement, government interference, a radically changed global environment, or just plain bad luck that brought down Canada's national flag carrier? *Air Monopoly* answers the question with a penetrating examination of a glamorous, high-risk business that attracts more than its share of dreamers and egotists. Milton, a life-long aviation enthusiast, took the controls at Air Canada at age thirty-nine in 1999. Within weeks he was battling a hostile takeover bid by investor Gerry Schwartz who intended to merge Air Canada with its chief competitor, Canadian Airlines. After a legal, political, and public-relations free-for-all, it was Milton who took over Canadian, then merged the two into a cumbersome monopoly that left cabinet ministers uneasy, consumers fuming, and ambitious small competitors eager to challenge Air Canada's supremacy. Four scrappy upstarts would disappear in the attempt to wrest market share from a dominant carrier prepared to engage in cutthroat tactics against any competition. When a fifth - WestJet - started to make real gains, Milton diversified his brand in an attempt to be all things to all travellers. Then came a global economic downturn, the terrorist attacks of September 11, 2001, and wars in Afghanistan and Iraq, events that altered the aviation industry forever. Milton managed Air Canada through its most serious operational crisis ever, but since then questionable decisions, bad timing, and hubris have sent Air Canada into a tailspin, threatening its very existence.

With a new preface: A "stunning" analysis of the troubled Republican president by the Pulitzer Prize-winning author of *Lincoln at Gettysburg* (The New York Times Book Review). In this acclaimed biography that earned him a spot on Nixon's infamous "enemies list," Garry Wills takes a thoughtful, in-depth, and often "very amusing" look at the thirty-seventh US president, and draws some surprising conclusions about a man whose name has become synonymous with scandal and the abuse of power (Kirkus Reviews). Arguing that Nixon was a reflection of the country that elected him, Wills examines not only the psychology of the man himself and his relationships with others—from his wife, Pat, to his vice-president, Spiro Agnew—but also the state of the nation at the time, mired in the Vietnam War and experiencing a cultural rift that pitted the young against the old. Putting his findings into moral, economic, intellectual, and political contexts, he ultimately "paints a broad and provocative landscape of the nation's—and Nixon's—travails" (The New York Times). Simultaneously compassionate and critical, and raising interesting perspectives on the shifting definitions of terms like "conservative" and "liberal" over recent decades, *Nixon Agonistes* is a brilliant and indispensable book from one of America's most acclaimed historians.

The numerous anecdotes alone are worth the price of the book . . . most readers will find themselves asking why everyone doesn't run a business as preached by the chief executive of Continental Airlines.-The Washington Post Book World . . . in an age where managing seems increasingly complicated, some of Bethune's prescriptions are refreshingly straightforward.-Business Week From Worst to First outlines Gordon Bethune's triumphs . . . about the turnaround he's led at Continental, a perennial basket case that's become an industry darling.-The Atlanta Journal-Constitution From Worst to First is [Gordon Bethune's] story of Continental Airlines' turnaround under his command . . . The blueprint has worked . . . Fortune magazine named Continental the company that has 'raised its overall marks more than any other in the 1990s.'-The Seattle Post-Intelligencer All of Gordon Bethune's proceeds from this book will be donated to the We Care Trust, a nonprofit

organization that assists Continental Airlines' employees and their families in times of need.

· · THE INTERNATIONAL BESTSELLER · · _____ 'Fresh, flavorful, and utterly intoxicating' A. J. Finn, author of *The Woman in the Window* 'It's impossible to do justice to the twists and turns ... riveting' *New York Times*

_____ She already has your looks. Now she wants your life... Beautiful twin sisters Iris and Summer are startlingly alike, but beneath the surface lies a darkness that sets them apart. Cynical and insecure, Iris has long been envious of open-hearted Summer's seemingly never-ending good fortune, including her perfect husband Adam. Called to Thailand to help sail the beloved family yacht to the Seychelles, Iris nurtures her own secret hopes for what might happen on the journey. But when she unexpectedly finds herself alone in the middle of the Indian Ocean, everything changes. Now is her chance to take what she's always wanted - the idyllic life she's coveted from afar. But just how far will she go to get the life she's dreamed about? And how far will she go to ensure no one discovers the truth? Filled with chilling suspense, *The Girl in the Mirror* is an addictive thriller about greed, lust, secrets and deadly lies. 'Wildly unpredictably and expertly plotted' *Los Angeles Times*

A behind-the-scenes view of the commercial airline industry from the "Airline Doctor."

Surveys modern businesses to locate the most successful innovators, and showing that trends favor smaller businesses that can encourage individuality

The author of *The Sporty Game* journeys behind the scenes to examine the high-stakes rivalry between the world's two largest aircraft manufacturers--Boeing and Airbus--drawing on interviews with industry insiders to reveal how Boeing lost its edge in the marketplace and what it is doing to reclaim its status. Reprint. 20,000 first printing.

The Quest continues the riveting story Daniel Yergin began twenty years ago with his No.1 International Bestseller *The Prize*, revealing the on-going quest to meet the world's energy needs - and the power and riches that come with it. A master story teller as well as our most expert analyst, Yergin proves that energy is truly the engine of global political and economic change. From the jammed streets of Beijing, the shores of the Caspian Sea, and the conflicts in the Middle East, to Capitol Hill and Silicon Valley, Yergin tells the inside stories of the oil market, the rise of the 'petrostate', the race to control the resources of the former Soviet empire, and the massive corporate mergers that have transformed the oil landscape. He shows how the drama of oil - the struggle for access to it, the battle for control, the insecurity of supply, its impact on the global economy, and the geopolitics that dominate it - will continue to shape our world. And he takes on the toughest questions: will we run out; are China and the United States destined for conflict; what of climate change? Yergin also reveals the surprising and turbulent histories of nuclear, coal, and natural gas, and investigates the 'rebirth of renewables'- biofuels, wind, and solar energy - showing how understanding this greening landscape and its future role are crucial to the needs of a growing world economy. *The Quest* presents an extraordinary range of characters and dramatic stories to illustrate the principles that will shape our energy security system for the decades to come. It is essential reading.

'A superb account of the invasion that deserves immense praise. To convey the human drama of Normandy requires great knowledge and sensitivity. Holland has both in spades' *The Times* Renowned World War Two historian James Holland presents an entirely new perspective on one of the most important moments in recent history, unflinchingly examining the brutality and violence that characterised the campaign, and totally recalibrating our understanding of this momentous event. D-Day and the 76 days of bitter fighting in Normandy that followed have come to be seen as a defining episode in the Second World War. Its story has been endlessly retold, and yet it remains a narrative burdened

by both myth and assumed knowledge. In this reexamined history, James Holland challenges what we think we know. Drawing on unseen archives and testimonies from around the world, introducing a cast of eye-witnesses from foot soldiers to bomber crews, sailors, civilians and resistance fighters. What readers are saying: ***** 'The most thorough description I have read so far. Well balanced with a real intelligent understanding of events that have been misread for years.' ***** 'Another excellent James Holland book. One of the best writers of WW2 historical books.' ***** 'A wonderful, passionate account. Painstakingly researched and fantastically written.'

This dystopian classic is 'exciting, relevant and thought-provoking' (Stephen King). When a group of schoolboys are stranded on a desert island, what could go wrong? ONE OF THE BBC'S '100 NOVELS THAT SHAPED OUR WORLD' 'One of my favorite books - I read it every couple of years.' Suzanne Collins, author of The Hunger Games What are we? Humans? Or animals? Or savages? What's grown-ups going to think? Going off-hunting pigs-letting fires out-and now! A plane crashes on a desert island. The only survivors are a group of schoolboys. By day, they explore the dazzling beaches, gorging fruit, seeking shelter, and ripping off their uniforms to swim in the lagoon. At night, in the darkness of the jungle, they are haunted by nightmares of a primitive beast. Orphaned by society, they must forge their own; but it isn't long before their innocent games devolve into a murderous hunt ... 'Thrills me with all the power a fiction can have ... Exemplary.' Ian McEwan 'An existential fable backlit with death's incandescent glare.' Ben Okri 'Violently real ... An apocalyptic novelist [who writes with] humanist rage and defiance.' Marlon James 'Beautiful and desperate, something quite out of the ordinary.' Stevie Smith 'Beautifully written, tragic and provocative.' E. M. Forster 'A fragment of nightmare.' New Statesman 'A post-apocalyptic, dystopian survivor-fantasy ... [A novel] for all time ... A cult classic.' Guardian 'Stands out mightily in my memory ... Such a strong statement about the human heart.' Patricia Cornwell 'Terrifying and haunting.' Kingsley Amis What readers are saying: 'Every real human being should read this ... This is what we are.' 'It's brilliant, it's captivating, it's thought provoking and brutal and for some, its truly terrifying.' 'It can be read and re-read many times, and every time something new will appear.' 'There is a reason why this is studied at school ... Excellent read.' 'This is one of the few books I've read that I keep on my Kindle to read again.' 'I revisit this every few years and it's always fresh and impressive ... One of the best books I've ever read.' On July 20, 1969, science fiction became reality. Revisit the momentous moon landing in the 50th anniversary edition of Norman Mailer's classic book on the Apollo 11 mission. This volume includes hundreds of images sourced from the NASA vaults, magazine archives, and private collections, documenting the lead up to, aftermath, and breathtaking...

Shortly before the inevitable Allied assault on Fortress Europe in 1944, Field-Marshal Erwin Rommel remarked to an aide The first 24 hours of the invasion will be decisive... For the Allies, as well as for Germany, it will be the longest day.

In 1966, Pan American Airways reached the zenith of its wealth & influence. Its pilots were lords of the sky; Skygods. Under aviation pioneer Juan Trippe's autocratic control, Pan Am bought jet airliners before its competitors & made record profits. It was the first U.S. airline to order the supersonic transport; it accepted reservations for the first service to the Moon. Then Pan American Airways fell to earth. In Skygods, Robert Gandt, a Pan Am pilot for 26 years, gives an inside account of the great airline's unprecedented demise. He interviewed hundreds of former Pan Am airmen & executives. He reveals how Pan Am's captains, in Navy-style uniforms, once commanded their ships like petty tyrants. They were the best & brightest in airline industry, but there were disturbing stories of captains who allowed stewardesses to land their aircraft, flew them at the wrong altitude & in the wrong direction & who tragically disappeared, often without a trace. All was not well either in the Pan Am Building, the massive landmark in New York where a succession of impulsive & short-sighted CEOs combined to preside over the demise of a great airline. Pan An bought a domestic airline it did not need; bought aircraft it did not need & operated half-empty planes on

low-density routes. It sold the entire Pacific network for a bargain price & sold precious assets to meet its payrolls. And then came the Lockerbie tragedy. This is a fascinating account of what can go wrong with a pillar of strength of the U.S. industry, when its leaders lose their sense of direction & when their star employees-the Skygods-discover that they are mere mortals.

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