

REVISED EDITION

# FLYING HIGH

## in a Competitive Industry

SECRETS OF THE WORLD'S  
LEADING AIRLINE



Loizos Heracleous Jochen Wirtz Nitin Pangarkar

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# FLYING HIGH IN A COMPETITIVE INDUSTRY

## *Secrets of the World's Leading Airline*

Authors: Loizos Heracleous, Jochen Wirtz and Nitin Pangarkar

Singapore Airlines (SIA) is widely acknowledged as one of the world's leading airlines, if not the best airline, globally. This book provides insights into a simple but intriguing question: How has SIA managed to outperform other flag carriers for decades in an industry where it is notoriously difficult to succeed consistently?

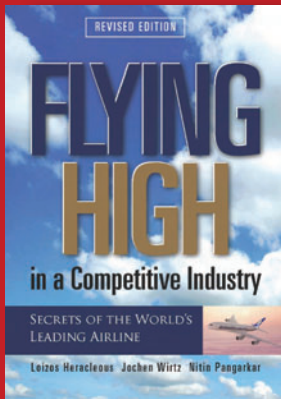
This revised edition of *Flying High in a Competitive Industry* begins with an analysis of the airline industry and its key trends, moving on to a broad outline of SIA's strategic drivers of success. Empirical research was conducted at SIA to gain a deeper understanding of its strategy, core competencies and internal organisation, innovation processes and human resource practices, in order to instill strategy lessons that can inform the strategies of any organisation competing in intensely competitive industries.

This book ends with some strategic lessons that apply to any organisation that aims to achieve sustainable success in hypercompetitive markets.

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