

## The Airasia Story

Profiles twenty-five entrepreneurs who built successful companies from simple ideas, examining how they chose their company names, challenges they faced, and how each idea and company evolved.

As our lives get busier, boundaries between work and leisure blur and we spend less time thinking about what we're putting our minds, bodies and souls through. This fast-living is resulting in a pandemic of "ill-being": from general weariness and "feeling under the weather," to prolonged bouts of sickness, lethargy and sharp increases in stress, depression and mental health issues. The Wellbeing Book will demonstrate how we can interact with the world to lead a better life. The author provides 50 practical and uplifting ways to improve physical and mental wellbeing by focusing on the mind, body and soul. In doing so, he helps us to hit the pause button and learn how to enhance our energy and build resilience, cultivate our emotional and physical wellbeing, manage stress and live a happier and more fulfilled life.

Not many of us can claim to have pounded the streets of Kuala Lumpur as part of a 21km run, fallen off Mount Murud, Sarawak's tallest mountain (and survived!), or sailed down the Linggi River in Negeri Sembilan in search of crocodiles. But Sharon Cheah

can! And that's only scratching the surface of her whirlwind tour of Malaysia. This was a journey that spanned five years as Cheah, a Malaysian journalist, set the goal of visiting every state in East and West Malaysia, to really get to know her homeland. The result? A fascinating series of travel essays spanning history, culture, religion, environment, food, and myth and archaeology. From a homestay in Kelantan to visiting one of the top three rainforest research centres in the world (in Sabah), come discover Malaysia as you've never seen it before. Malaysia Bagus!

What is strategic HRM, and how do you apply it in business? What makes good HR strategy and how do you develop it? What are the key issues that need to be considered when creating, developing, and embedding a strategic approach to managing people? These are the fundamental questions asked by HR professionals and tackled in this innovative and comprehensive textbook. Drawing on the latest academic research, the well-respected author team take a reliably thematic approach to SHRM. Broken into four distinct parts, the book addresses the context, theories, themes, and future of managing people strategically. Tata Motors, Samsung, Pizza Express, and Deliveroo makeup some of the case studies and examples that feature across the book, ensuring that theoretical discussion is always linked to practical application. New "Strategic HRM in

Action" boxes take this one step further by presenting students with a scenario in which they themselves can make strategic decisions and reflect on their own evaluation of real-life business practices. Critical thinking is essential in SHRM, so frequent Critical Reflection boxes, Review Questions, and questions or activities to accompany every case study ensure students are challenged to engage with the subject critically and reflectively, and consider their own evaluations of the essential theories and the strategic practices adopted by different organizations. Global case studies and an opening chapter dedicated to the global context of SHRM challenge the dominant Western perspective and provide a rounded and adaptable view of SHRM. A user-friendly structure and wide range of learning features, including learning objectives, key concept boxes, and summaries, ensure the text remains accessible, even for those completely new to SHRM, allowing all students to benefit from the book's ideal balance between the latest academic theory and contemporary, real-world practice. The book is accompanied by a selection of online resources:

- For students: \* Glossary \* Web links
- For registered lecturers: \* Additional case studies \* PowerPoint slides \* Seminar activities \* Suggested case study answers \* Figures from the book

This 10th anniversary edition of I Too had a Love

Story brings to life one of the decade's most-loved romance novels with gorgeous illustrations in a brand new design. With a personal note from the author, this book is a collector's edition. It will also make for a fabulous gift. Do love stories ever die? . . . How would you react when a beautiful person comes into your life, and then goes away from you . . . forever? Not all love stories are meant to have a perfect ending. I Too Had a Love Story is one such saga. It is the tender and heartfelt tale of Ravin and Khushi--two people who found each other on a matrimonial site and fell in love . . . until life put their love to the ultimate test. Romantic, emotional and sincere, this heartbreaking true life story has already touched a million hearts. This bestselling novel is a must-read for anyone who believes in the magic of love . . .

A Deeply Personal Field Guide to Defeating Your Own Worst Enemy When you dream, you envision a magical future...the day when you have heroically slayed dragons and unlocked the creativity and genius buried deep inside. But how do you actually get to that destination? You can analyze the myths of visionary creators-artists, writers, musicians, software developers, etc. who have accomplished the impossible. You'll read about how they went for it, refused to quit, and would not be denied. But exactly how these successful creators went from being fearful dreamers to accomplished artists

proves elusive. Running Down a Dream unflinchingly bares the naked truth of creation and shares the practical to-do list to take you from here to there. The good news? You don't have to be an Austen or a Michelangelo or an Oprah to create a work of art. The bad news? There is no glossing over the pain, embarrassment, and financial terror necessary to contend with on your journey to mission accomplished. More good news? What lies ahead for you is the realization of your heroic self. The run is worth it in ways you can't yet imagine.

What's it really like to be a new airline captain? How does it feel to be ultimately responsible for a \$100 million jet, its crew, and the lives of its passengers? And how does one remain calm while battling mechanical malfunctions in the flight simulator, thunderstorms in Mexico City, or blizzards in Chicago? Find out for yourself when you strap in to the extra flight deck jumpseat and fly along with 31-year-old Korry Franke in this vivid, fast-paced memoir about his eventful first year as a United Airlines 737 captain. Experience the challenges, insecurities, successes, and failures of a new leader stepping up and taking command for the first time in the high-stakes world of airline flying. And along the way, discover that while 3 FEET TO THE LEFT is a story about Korry, it's really a story about all of us. Because in one way or another, we are all on our own journeys...3 feet to the left.

In today's world, 'change' is the only 'constant' factor. In the last few decades, there has been a radical change in how organizations function. To survive in this highly volatile environment, companies need a long-term strategic vision and thinking. In light of this, 'strategic management' has become a significant topic and is taught as the core subject in MBA/PGDM programmes in Indian universities and business schools. This is a book written in the context of the Indian business environment but with a global orientation. It is comprehensive and contemporary in its approach.

This casebook provides students and academics in business management and marketing with a collection of case studies on services marketing and service operations in emerging economies. It explores current issues and practices in Asia, across different areas, countries, commercial and non-commercial sectors. This book is important and timely in providing a framework for instructors, researchers, and students to understand the service dynamics occurring in these countries. It serves as an invaluable resource for marketing and business management students requiring insights into the operationalization of services across different geographical areas in Asia. Students will find it interesting to compare and contrast different markets covering important aspects related to services.

The AirAsia Story How a Young Airline Made it Possible for Everyone to Fly and Became a Runaway Success Practically Overnight Flying High My Story: From AirAsia to QPR Penguin UK

Captain Lim Khoy Hing is an ex-airline pilot who is passionate about flying, having worked all his life high above the clouds since leaving college. During his career, he was fortunate enough to fly the latest fly-by-wire planes such as the Boeing 777 and the Airbus A320, A330 and A340. He logged a total of 25,500 flying hours, or about 20 trips to the moon and

back! Capt. Lim finished his flying career with AirAsia X, retiring from flying in 2011. He is currently a Flight Simulator Instructor with AirAsia X, and columnist for the carrier's in-flight magazine, Travel 3Sixty. His first book, Life in the Skies, was published in 2013 and is a regional bestseller.

How and why accidents happened ? How pilots handle emergencies ? How cabin crew deal with various challenges ? Written by an AirAsia captain and investment adviser at Kenanga Investor Berhad, and a former Singapore Airlines cabin crew during Covid 19 lock down period, the book shares their experiences in both the aviation industry and the world of investing, the various emergencies that they have encountered, and discusses the many misconceptions the general public have about the airline industry.

"A lively, unexpected portrait of the jet-age stewardesses serving on iconic Pan Am airways between 1966 and 1975"-- Have you ever wished that life could be less complicated and more fulfilling in today's ever-shifting terrain of modern living? In Live Well, Love Much, Laugh Often, author Apelles Poh Presents an inspirational, holistic approach to enlighten, empower and enrich those who wish to find greater fulfillment and a better balance in their personal life, relationships and work. With penetrating insights, both personal and culled from great minds past and present, Apelles flavours the book with engaging anecdotes to put forth an appealing and timely message that is badly needed in an increasingly hectic and chaotic world. Divided into four parts and twenty-seven thought-provoking chapters, Live Well, Love Much, Laugh Often is a fount of wisdom and practical advice that is both entertaining and easy to grasp. Peppared with illuminating quips, quotes, short stories, and a dash of humour, the book is also a good resource for leaders, educators, managers, presenters and anyone who wants to become a better communicator.

More than ever before business success depends on standing out from the crowd and delivering authentic experiences that turn your customers into advocates for your business. BOLD tells the stories of 14 companies that prove that brand building is now about completely rethinking the customer experience and redefining the relationship you have with your customers. Each inspiring story is told by the executives involved who were brave enough to pursue audacious goals, challenge industry norms and win. Winner of the E-book category of the CMI Management Book of the Year Awards (2011/12), BOLD puts the spotlight on Virgin Galactic, Innocent, O2, Air Asia X, Chilli Beans, Six Senses Resorts and Spas, Burberry, BBH, The Geek Squad, TNT Express, JCB, WWF, Umpqua Bank and Zappos.com. These inspiring case studies demonstrate that putting purpose before profit, going way beyond what customers expect and relentlessly differentiating themselves from everyone else - in other words, being bold in thought, bold in execution and bold in measuring their success in new ways - pays off.

Despite the fact that experts acknowledge the importance of the emerging markets, there is a dearth of real case studies specially focussed on marketing issues. This case study book addresses that need. It is also important and timely in providing a framework for instructors and researchers (both academic and industry) to understand the dynamics occurring in emerging markets. This book is composed of long and short real cases with varying complexity in different sectors including airlines, hotel, fashion, etc. These will cover

issues which are unique to the emerging markets (including the BRIC countries) to understand the dynamics occurring in these countries. With its case studies, collection of questions, and real-life marketing examples, this book offers unique benefits to marketing students and educators across the world. A must-have for every marketing course module.?

Low-Cost Airline Carriers in Emerging Countries traces the development of low-cost carriers (LCCs) in Asia, Latin America, the Middle East and Africa, examining airlines that have become significant players in their home markets but little known at a global scale. The book maps the geography of the LCC phenomenon, explaining the starkly varying success of budget airlines, and assessing their current social, economic and environmental impacts. The book concludes with insights into the future potential of the LCC phenomenon along with its global ramifications. Beginning with Southwest Airlines in the 1970s, low-cost carriers (LCCs) have democratized air travel around the world, fostering huge increases in airline traffic and transforming the airline industry. At the same time however, the ascent of these budget airlines has exacerbated aviation-related problems such as aircraft noise, airport congestion, greenhouse gas emissions and more. LCCs have been extensively studied in the US and Europe but not in emerging regions of the globe. Yet the impact of such airlines is greatest in low- and middle-income economies where only a small fraction of the population has ever flown, and where competition from alternative modes (road, rail) is weak. Examines the evolution of low cost

carriers around the world, how established airlines react to their entry and the wide-ranging societal implications for individual countries and the world Places emerging countries' LCCs into a global context, comparing them to their US and European counterparts Offers original quantitative analysis of LCC networks at several spatial scales (global, regional, national, airport vs. airport) using global schedule data from OAG Includes professionally produced maps of representative airlines networks

'What a life. Tony Fernandes has accomplished amazing things - and who's to say what he can go on to achieve?' Sir Richard Branson The inspiring story of business hero and Apprentice Asia star Tony Fernandes As a boy, Tony Fernandes wanted to be a pilot, a footballer or a racing driver. By 2011 he'd gone one better: founding his own airline and his own formula one team, and becoming Chairman of Queens Park Rangers, helping them reach the Premier League again after a 15-year absence from the top flight. Flying High is the memoir of an exceptional business leader; the man who created Asia's first budget airline, democratizing air travel in Asia and building AirAsia into a multi-billion-dollar company in the process. Published as Tony returns as the face of the second series of Apprentice Asia, this inspiring personal story will be a major global publishing event. Tony Fernandes studied at Epsom College, UK, and the London School of Accountancy. He worked for Virgin Communications and Warner Music before acquiring AirAsia and relaunching it as Asia's first low-cost carrier in 2001/2. He is currently Group CEO of AirAsia, Chairman of QPR football club

and owner of the Caterham F1 team. Tony has been awarded a CBE, titled twice by the King of Malaysia and awarded the Legion d'Honneur by the French government. He has also received awards from major business media outlets including the International Herald Tribune, Business Times, Business Week, Fast Company and Forbes.

This is the journey of a boy born in a remote village, who went from riding a bullock cart to owning an airline, a journey of an entrepreneur who built India's first and largest low-cost airline. Filled with rich anecdotes of everyday struggles and joys, this is the awe-inspiring story of Captain G.R. Gopinath. This autobiography narrates in gritty detail Captain Gopinath's incredible journey: quitting the Indian Army in the late 1970s with a princely gratuity of Rs 6500, going back to his farm land inundated by the river, converting a piece of barren land to set up a farm for ecologically sustainable silkworm rearing, winning the Rolex award for it, his loves and passions, his extraordinary determination to launch an airline (which touched a crazy market cap of US\$ 1.1 billion in less than four years), in the process rewriting aviation history.

In this holistic and practical introduction to Entrepreneurship & Small Business, Paul Burns takes a life-cycle view of a business, arming students with a comprehensive understanding of the many stages and forms of entrepreneurship. The book unpicks exactly what makes an entrepreneur, what motivates them, how they manage and lead, and how their characteristics help shape the businesses they run. What's new for this

edition? - Updated international case studies from entrepreneurs and small businesses, ranging from Oman to Australia (see list below for more details) - First-hand, detailed stories from real-life entrepreneurs in brand new Meet the Entrepreneur video case studies - Exploration of the growing importance of social and civic enterprise and hot topics such as effectuation and lean entrepreneurship - Rich multimedia content in the form of additional teaching and learning resources on the companion website This market-leading book offers a truly global selection of case studies: - 97 cases from across Europe - 22 cases from the U.S. - 9 cases from Far Asia - 7 cases from the Middle East - 6 cases from Southern Asia - 6 cases from Australia

On March 8th, 2014, Malaysia Airlines Flight 370, with 239 people on board, disappeared into the dark of the night, never to be heard from again. The disappearance of MH370 has been described as the “greatest mystery in the history of aviation“. Despite the efforts of an international investigation team, and millions of dollars spent searching the ocean bottom for the wreckage site, no one has been able to determine what really happened. Until now... For this book, three professional accident investigators, each with decades of real-world experience in crash dynamics, examined the available evidence. The results of their work reveal the actual sequence of events, and what really happened to MH370. This book uses plain language, easy to understand schematics, and clear photos of the actual wreckage to bring the evidence to life. Even those with little or no aviation connection will be able to understand

and appreciate the validity of this eye-opening analysis. You will see that the official investigation was deficient. They missed, or misinterpreted, crucial evidence that was available on the recovered wreckage pieces. Therefore, they used incorrect assumptions about what was happening onboard MH370 when they calculated the boundaries for their search zones. This book will reveal why the multi-million dollar ocean bottom search efforts had almost no chance of success. You will be guided through a basic investigation and analysis process to show what caused MH370 to disappear from radar, and to fly on an unexplained and mysterious track that led to the southern Indian Ocean. Many people have presented theories to try to explain the MH370 disappearance. This book shows you a basic investigation framework where theories that are based on speculation and guesswork can be invalidated. You are left with only one scenario that is totally based on confirmed facts. The known and indisputable evidence fits with only one chain of events, and that is the chain of events presented by the author. With this book, the mystery of MH370 has been solved.

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.

An airline has over 50 different brand touchpoints at which it can choose to operate exactly as it has in the past or to exceed expectations at each step and become truly exceptional. This book aims to highlight 10 exceptional airline brands which are thinking differently about branding, and executing brilliantly. There is an exceptional breed of airlines that continue to win in their markets because they dare to think differently. They dare to challenge the conventional wisdom and industry norms. Some proactively borrow concepts from consumer industries; some choose to put customers at the heart of their business; some choose to empower their staff to lead the brand. Yet, they all aim to

create an experience that the customers will appreciate, pay for and share about - in their own different ways. This book sets a new direction on and a new attitude towards airline marketing.

"A staggering, meticulous and frequently spine-chilling work of longform journalism." Trent Dalton

Somewhere deep beneath the wild seas of the southern Indian Ocean, perhaps in the eerie underwater canyons of Broken Ridge along the Seventh Arc satellite band, lies the answer to the world's greatest aviation mystery. Why, on the night of 8 March 2014, did Malaysia Airlines Flight MH370 suddenly U-turn, zig-zag up the Straits of Malacca, then vanish with 239 souls on board? Was it an elaborate murder-suicide by a rogue pilot? A terrible accident such as onboard fire, rapid decompression or systems failure? A terrorist hijacking gone wrong? Or something else entirely? Award-winning journalist Ean Higgins has led the world media's coverage of this incredible saga and draws on years of interviews with aviation experts, victims' families, air crash investigators and professional hunters across land, sea and sky to dissect the riddle of MH370's fate.

PRAISE FOR THE HUNT FOR MH370 "The Hunt for MH370 is a riveting page-turner written with the drama and intrigue of a thriller. Piece by tantalising piece, Ean Higgins unpuzzles this most baffling of mysteries, asking dangerous questions and revealing shocking truths." Dick Smith "The

disappearance of MH370 remains the greatest and most pressing mystery in aviation history that demands answers for both the families of the stricken passengers and the travelling public. No journalist has been more relentless in the pursuit of the truth of MH370 than Ean Higgins. The Hunt for MH370 is an engrossing book in which Higgins has meticulously pieced together the puzzle of the doomed flight from its vanishing to the flawed investigation and the largest maritime search ever that leads the reader to a chilling conclusion that is almost impossible to comprehend." Paul Whittaker, Chief Executive Sky News and former editor-in-chief, The Australian

The most comprehensive coverage to date of Air France 447, an Airbus A330 that crashed in the ocean north of Brazil on June 1, 2009, killing all 228 persons on board. Written by A330 Captain, Bill Palmer, this book opens to understanding the actions of the crew, how they failed to understand and control the problem, and how the airplane works and the part it played. All in easy to understand terms. Addressed are the many contributing aspects of weather, human factors, and airplane system operation and design that the crew could not recover from. How each contributed is covered in detail along with what has been done, and needs to be done in the future to prevent this from happening again. Also see the book's companion website:

UnderstandingAF447.com

Addressing issues involved in product development for a global market with a "real world" focus, this book covers major areas during the development cycle, provides insights into researching cultural differences, and also provides tools for Cultural Awareness Testing. CD-ROM includes examples and illustrations.

'I surprised myself the first time I fully articulated the words "I'm starting a bank" **BANKING ON IT** is the first-hand account of one woman's quest to rebuild Britain's broken banking system. After a lengthy career at the top of some of Britain's leading banks Anne Boden had become disillusioned with the status quo - the financial crash had broken trust in the whole sector but there seemed to be little appetite to make the most of emerging technologies to revolutionise customer experience. Increasingly frustrated with the inertia within the industry she decided to shake things up herself by doing something totally radical - setting up her own bank. In this awe-inspiring story Anne reveals how she broke through bureaucracy, tackled prejudice and successfully countered widespread suspicion to realise her vision for the future of consumer banking. She fulfilled that dream by founding Starling, the winner of Best British Bank at the British Bank Awards 2018 and in doing so has triggered a new movement that is revolutionising the entire banking

industry.

Life in the Skies is a unique compendium of tips, advice, anecdotes and tales from the storied career of life-long pilot, Captain Lim Khoy Hing. Captain Lim provides insights into every aspect of air travel – informing passengers of all the hidden mysteries of airplane safety and regulations, enlightening those who wonder how someone trains and becomes an international airline pilot, and entertaining readers throughout with anecdotes, tales and jokes from his own personal experiences in the air. Complemented with more than 40 full-colour personal illustrations of the Captain, Life in the Skies will be a valuable and useful guide for air travellers and budding-pilots alike!

Kiara is a dynamic, thirty-something girl who has reached great heights professionally, and is the apple of the eye for almost everyone who knows her. But she never took any short cuts to become happier, wiser, healthier and more compassionate. She had to find rays of hope where the dark tunnel seemed unending, and identify shade in life's burning path. She found little pearls of wisdom in chasing her dreams, in spreading laughter, in learning from scriptures and philosophers, and even at one point in almost ending her life. More than Kiara's story and the wisdom she achieves through the various dramatic and hilarious experiences, this book is a motion picture with you in the lead role. You as the 'hero' who can beat the most stubborn of villains — most of which lie deep within us...our fear, unkindness, selfish interests, negative thoughts and jealousy. You as the 'heroine' who is sharp and witty in talking, selfless and caring in love, and

charming and beautiful inside out, like none other (perhaps a 2.0 version of you). Walk with Kiara to find a better you, because It Doesn't Hurt to be Nice.

OA tribute to the legacy of one of the world's great airlines and the men and women who for six decades were the soul of the company. Baldwin and Kriendler have created a compelling book which captures much of the joy, adventure and spirit which was Pan Am. ONEdward S. Trippe, Chairman, Pan Am Historical Foundation.

Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Copenhagen Business School, language: English, abstract: This project will outline Tan Sir Anthony Francis Fernandes (Anthony Fernandes) role in the raise of Malaysian based AirAsia, which was named Malaysia Airlines at that time, from being a company close to bankruptcy at 2001, when it was bought by him for a symbolic amount of \$0.25 USD to one of the most successful airlines in the world. Fernandes chose to set up an airline in the one of the toughest times of the airline industry; Right after the 9/11 attacks in with hundreds lost their lives and costumers were too scared to fly, additionally were the oil prices quite high and along with the acquisition there came a debt of \$11 million USD. (e.g. White 2010) Despite this unfortunate starting position he did not fail. Already in 2002 one year after the acquisition Fernandes was able to take the first profits and in 2008 the revenue already reached 877 million USD. (e.g. Times 2010) He was awarded as "Asia Businessman of the Year" by the Forbes magazine also he became member of the French Legion of honor (for his contribution in aviation industry) and in 2011 her majesty Queen Elizabeth II honored him by appointing him as a Commander of the British Empire. He was honored for his work to promote commercial and educational links between the UK and Malaysia. (e.g. Times

