

HAMILTON

The Rise and Fall of Boeing

Scott Hamilton is the consummate aviation storyteller. He relies on an extensive network of contacts made up of Boeing employees as well as its closely watching customers, competitors and suppliers to probe for details, insight, and perspective. Boeing is one of the few 100-year-old companies operating under its original founding name. Scott examines the changes in Boeing's culture and questions the roles that leadership could or should have taken during the company's crises. A gripping read for the student of business or an aviation enthusiast.

JOHN FEREN, RETIRED MCDONNELL DOUGLAS/BOEING EXECUTIVE

The detail will pull you in, to a book you can't put down. Scott was one of my key "go to" experts on Boeing and the aviation industry during my nearly 36 years covering Boeing and aviation at KING-TV in Seattle. Reading this book is re-living that history and a lot more. His insights are as sharp as ever.

GLENN FARLEY, AVIATION REPORTER, KING-TV, NBC, SEATTLE

"As a follow-up to *Air Wars*, Scott Hamilton's latest book delivers a well-informed and detailed account of Boeing's rise as a national champion, its cultural shift toward shareholder value, how that strategy went awry, and whether the company can reclaim its former stature and regain the trust of key stakeholders. It's an excellent read and a compelling case study for business leaders, analysts, and anyone following the aerospace industry."

SCOTT MIKUS, DIRECTOR OF AEROSPACE & DEFENSE RESEARCH AT MELIUS RESEARCH

The Rise and Fall of Boeing

The Rise and Fall of Boeing And the Way Back

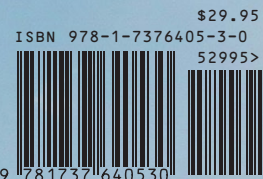
By **Scott Hamilton**

author of

AIR WARS:

THE GLOBAL COMBAT
BETWEEN AIRBUS AND BOEING

Scott Hamilton began his aviation career in 1979 with the first Midway Airlines. After working for several new-entrant airlines, Hamilton became an airliner reporter and editor for aviation trade magazines. In 1989, he co-founded *Commercial Aviation Report*, Commercial Aviation Events for conferences and later, *Commercial Aviation Value Report*. Events created the first airline conference in eastern Europe after the fall of the Iron Curtain, and the first commercial aviation conference in China. In 1999, Hamilton founded Leeham Co. LLC., a consulting company, and in 2008, *Leeham News and Analysis*, an on-line analytical newsletter. He served on the Board of Directors for Pacific Northwest Aerospace Alliance (PNAA) from 2010 to 2013.



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