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Out of the Ashes: Tools for Recovering Corporate Health

By Jean-Frederic Mognetti

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Out of the Ashes: Tools for Recovering Corporate Health, Jean-Frederic Mognetti, Take a management journey to the heart of the restructuring of SN Brussels Airlines, sharing the dos and don'ts of Jean-Frederic Mognetti's three years of hands-on experience as restructuring catalyst to the company. In 2002 SN rose out of the ashes of Belgian airline SABENA, witnessing a remarkable turnaround and returning to continuing profits as early as the second year of operations, even going on to acquire Virgin Express in 2005. This was achieved with a modest equity investment of EURO150 million, 12 times less than the cash that Swiss International Airlines, SN's former sister company, burned through in the same conditions. As well as describing the actions of both the architects and the doers of this startling achievement, Mognetti broadens the management scope of each step of his corporate transformation proposal with the help of a panel of seven CEOs and chairmen. Together, as if in a virtual board meeting, they outline which management lessons to bear in mind to remain on a healthy growth track and avoid a turnaround being no more than a remission. The...



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