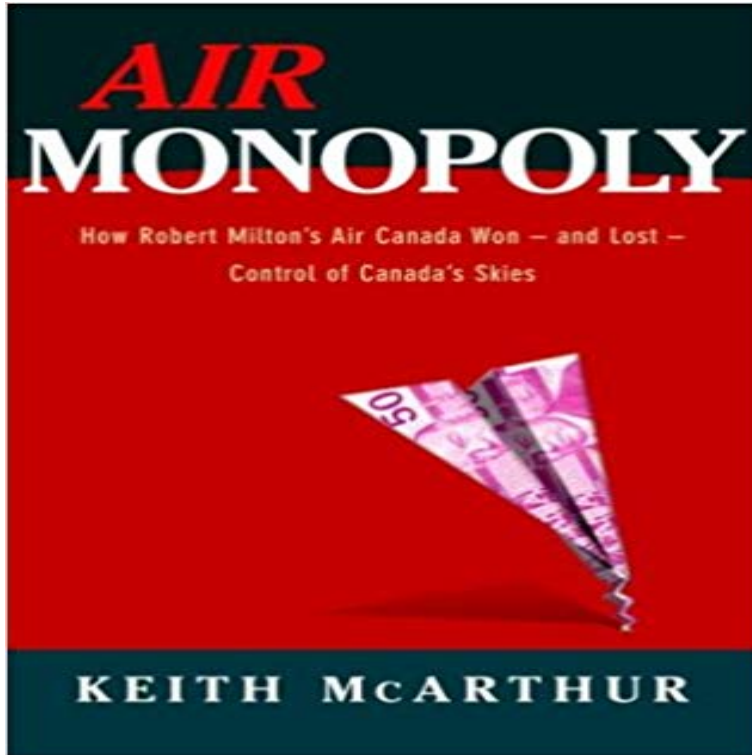


Air Monopoly: How Robert Milton's Air Canada Won - and Lost - Control of Canada's Skies



No Canadian company today holds a higher profile than Air Canada; few CEOs possess the recognition factor of its chief, Robert Milton. But in 2004, 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. After a legal, political, and public-relations free-for-all, Milton also took over Canadian Airlines. Then came a global economic downturn, the terrorist attacks of September 11, 2001, and wars in Afghanistan and Iraq. Since then questionable decisions, bad timing, and hubris have sent Air Canada into a tailspin, threatening its very existence. Air Monopoly offers insightful analysis, eye-opening revelations, and provocative prescriptions for the future of air travel in Canada. Here is the business book of the year.

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