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The Descent Of Air India

The Descent of Air India is a book by Jitender Bhargava, a former executive director of Air India. The book chronicles the financial downfall of the public sector airline. The book was withdrawn after a defamation suit was filed by former Aviation Minister Praful Patel. The book is now available as an ebook on Amazon Kindle Store.

The Descent of Air India - Wikipedia

The Descent of Air India is the story of Air India, the airline that once occupied the topmost position in the list of airline companies in India. The book tells us of the company's monopoly in days gone by and how things changed, over the years.

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The Descent of Air India elucidates how the airline failed to adapt and change with the times bu. This is the story of how a dramatic set of events ran aground an airline that once ruled the skies; a behind-the scenes account of how submissive and indifferent chairmen, self-serving employees and union members, and a step-fatherly government, all ...

The Descent of Air India by Jitender Bhargava

Should Government or Governments be running airlines? That has been a long-standing question that's asked every time we talk about Air India. Today Air India has almost Rs 53,000 crore of debt, Rs 33,000 crore of losses and revenue of only Rs 16,000 crores.

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The Descent of Air India | IndiaSpend-Journalism India ...

The Descent of Air India By Jitender Bhargava Bloomsbury Publishing India Pages: 271 Price: Rs 499 Jitender Bhargava served Air India for over two decades and retired as executive director of the ...

Book review: The Descent of Air India- Business News

Bloomsbury withdraws book 'The Descent of Air India' blaming Praful Patel 16 Jan, 2014, 04.00 AM IST London-based publisher Bloomsbury has withdrawn a book by Jitender Bhargava in response to a case filed by former aviation minister Praful Patel who the book blames for the national airline's weak financial health.

The Descent of Air India: Latest News & Videos, Photos ...

Air India was at one point of time considered the best airlines in the country. What led to its downfall? The Descent of Air India

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gives the readers an inside story of what actually happened. Summary of the Book. Air India was respected for its service, but with time quality of service and everything else came to a crashing fall.

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The tussle between former Civil Aviation Minister Praful Patel, publishing company Bloomsbury India and its author Jitendra Bhargava is likely to end with only one winner - the book, The Descent ...

Three-way tussle over 'The Descent of Air India' - The ...

The Descent of Air India, that chronicles the saga of the unprecedented decline of a once cherished global brand, faced turbulence soon after the book was released on 11 October 2013. Two individuals, Praful Patel, as civil aviation minister, and

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V Thulasidas, ...

'Air India's Descent': After his book was dumped, Jitender

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Bloomsbury withdraws book 'The Descent of Air India' blaming Praful Patel 16 Jan, 2014, 04.00 AM IST London-based publisher Bloomsbury has withdrawn a book by Jitender Bhargava in response to a case filed by former aviation minister Praful Patel who the book blames for the national airline's weak financial health.

The Descent of Air India News and Updates from The ...

Banned book: The Descent of Air India Bloomsbury, 2013 Status: Book withdrawn because of defamation charges The tragic diminution of Air India, first gradually in the decades of the '80s & '90s and then at an accelerated pace post-2004, warranted a book.

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The Descent Of Air India | Outlook India Magazine

'The Descent of Air India' Book Launch: Chief Guest Dr Subramanian Swamy Moneylife. Loading ... Dr Swamy is a catalyst in India's public life, which he entered politics in 1970.

'The Descent of Air India' Book Launch: Chief Guest Dr Subramanian Swamy

The Descent of Air India elucidates the failure to rejig Air India in tune with the times, which compounded with an overt reliance on the airline's past glory, impractical expansion plans and the misuse of the company's resources, rapidly led to financial meltdown.

The Descent of Air India: Revised Edition eBook: Bhargava ...

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In 2000-01, talks to sell Air India failed and Singapore Airlines pulled out of a joint bid with Tata Airlines (Vistara) to take over Air India. Despite the economic failing of Air India, it seems that the utility of the national carrier has been forgotten, especially with regard to providing employment and for people whose lives are dependent on the airline.

The descent of Air India | HARD NEWS

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Published in October 2013, The Descent of Air India mentioned how the deal to purchase 111 planes between 2005 to 2006 from Boeing and Airbus and merger with Indian Airlines added to financial woes of the national carrier. He was the union minister for civil aviation from May 2004 to January 2011.

Bloomsbury had withdrawn and pulped 'The Descent of Air ...

Air India started life in October 1932 when the great JRD Tata flew a single engine aircraft from Karachi to Bombay carrying air mail. The airline was christened as Tata Airservices and then Tata Airlines and then Air India in 1946. In 1953, the Government took over the airline and thus started the slow descent of Air India.

Book Review: The Descent of Air India - Alpha Ideas

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A number of bids have been put forward for India's loss-making national carrier, including one on behalf of its employees. The Indian government had tried to offload its stake in Air India in 2018 ...

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