

aa flagship business plus

AA Flagship Business Plus: Redefining Business Travel and its Industry Implications

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Summary: This article examines Air New Zealand's (assuming "AA" refers to Air New Zealand) Flagship Business Plus cabin, analyzing its impact on the competitive landscape of premium business travel. We delve into its features, target market, pricing strategy, and the broader implications for the airline industry, considering sustainability, technological integration and the future of luxury air travel.

1. Introduction: AA Flagship Business Plus - A New Benchmark?

The aviation industry is constantly evolving, with airlines striving to offer increasingly sophisticated and luxurious experiences to attract high-yielding passengers. Air New Zealand's introduction of its Flagship Business Plus cabin represents a significant step in this ongoing evolution. This upgrade isn't merely an incremental improvement; it's a statement, a bold attempt to redefine the standards of premium business travel. This in-depth analysis will examine the implications of AA Flagship Business Plus on the competitive landscape, considering its features, target audience, and the broader industry context.

2. The Features and Appeal of AA Flagship Business Plus

AA Flagship Business Plus goes beyond the typical business class experience. It prioritizes unparalleled comfort and personalized service. The focus is on creating a private sanctuary in the sky. Key features often include (specific details would require confirming with official Air New Zealand sources):

Spacious Suites: Considerably larger than standard business class seats, offering enhanced privacy and space to work, relax, or sleep.

Enhanced Privacy: Clever design elements maximize personal space and minimize disruption from fellow passengers.

Premium Amenities: Access to high-quality dining, premium beverages, and possibly even

personalized in-flight entertainment options tailored to individual preferences.

Exceptional Service: A dedicated team of flight attendants provides individualized attention and anticipates passenger needs.

Enhanced Technology: Integration of advanced in-flight entertainment systems, high-speed Wi-Fi, and potentially other technological features to enhance productivity and connectivity.

These features collectively create a unique value proposition, significantly differentiating AA Flagship Business Plus from competitors. This level of luxury directly targets a segment of high-spending business travelers willing to pay a premium for an exceptional experience.

3. Targeting the High-Yield Traveler: Market Analysis

The target market for AA Flagship Business Plus is the discerning, high-yield business traveler. This demographic values efficiency, comfort, and a seamless travel experience above all else. They are less price-sensitive and more focused on the overall quality and prestige associated with their travel. By catering specifically to these individuals, Air New Zealand aims to maximize revenue and profitability.

4. Pricing Strategy and Revenue Generation

The pricing strategy for AA Flagship Business Plus is crucial. While the premium price point is a given, Air New Zealand needs to strike a balance between maximizing revenue and ensuring sufficient demand to justify the investment in this premium product. This likely involves a sophisticated dynamic pricing model, adjusting fares based on factors such as demand, route, and time of year.

5. Industry-Wide Implications of AA Flagship Business Plus

The introduction of AA Flagship Business Plus sets a new benchmark for premium business travel and has several significant implications for the industry:

Increased Competition: Other airlines will likely be pressured to enhance their business class offerings to stay competitive. This could lead to a general improvement in the overall quality of business class travel across the industry.

Innovation and Technology: The focus on technology integration in AA Flagship Business Plus underscores the growing importance of technology in enhancing the passenger experience. We can expect to see further advancements in this area.

Sustainability Concerns: While offering a luxury experience, airlines must balance this with sustainability initiatives. This includes exploring more eco-friendly materials and reducing the environmental impact of premium services.

Shifting Customer Expectations: AA Flagship Business Plus showcases a shift in customer expectations. Travelers are increasingly demanding personalized and high-quality experiences, which airlines need to cater to.

6. The Future of Luxury Air Travel: Looking Ahead

AA Flagship Business Plus serves as a glimpse into the future of luxury air travel. We can anticipate further advancements in personalization, technology integration, and the overall passenger

experience. Airlines will continue to explore innovative ways to offer unique and memorable experiences to attract high-yielding travelers.

7. Conclusion

Air New Zealand's Flagship Business Plus is not simply an upgrade; it's a strategic move that reflects the evolving needs and expectations of high-yield business travelers. Its implications extend far beyond a single airline, impacting the broader competitive landscape and setting new standards for premium air travel. The success of AA Flagship Business Plus will be closely watched by the industry, shaping future trends in luxury air travel and driving further innovation in passenger experience.

FAQs

1. What makes AA Flagship Business Plus different from other business class offerings? AA Flagship Business Plus distinguishes itself through its unparalleled spaciousness, enhanced privacy features, premium amenities, and exceptional personalized service, creating a truly private and luxurious experience.
1. Who is the target audience for AA Flagship Business Plus? The target audience is the discerning high-yield business traveler who values comfort, efficiency, and a premium travel experience above all else.
1. How does the pricing of AA Flagship Business Plus compare to other premium business class options? The pricing is likely positioned at a premium, reflecting the significantly enhanced features and service provided.
1. What technological advancements are incorporated into AA Flagship Business Plus? This often includes advanced in-flight entertainment, high-speed Wi-Fi, and potentially other technologies designed to enhance productivity and connectivity.
1. What sustainability initiatives are incorporated into the AA Flagship Business Plus experience? Specific details will require checking Air New Zealand's official communication, but the expectation is that Air New Zealand will explore sustainable options for the materials and processes involved in offering this service.

1. How does AA Flagship Business Plus contribute to Air New Zealand's overall revenue strategy? It targets a high-yield segment of travelers, maximizing revenue per passenger.
1. What impact will AA Flagship Business Plus have on the competition? It will likely increase competitive pressure on other airlines to upgrade their premium offerings.
1. What is the future outlook for the AA Flagship Business Plus cabin? We can expect further refinements and possibly expansion to more routes as the concept evolves.
1. Where can I find more information about booking AA Flagship Business Plus? Visit the official Air New Zealand website for booking information and availability.

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a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

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aa flagship business plus: Rick Stein's Seafood Lovers' Guide Rick Stein, 2019-06-06 Rick (and Chalky his trusty dog) discover great seafood dishes and small delicacies amongst the tidal estuaries, shingle banks and rocky shores of Britain. Rick travels from the bleak Suffolk coast where fishermen scrape a living catching cod to the wild, clear waters of Scotland's lochs bringing back an abundance of stories and imaginative, colourful recipes. The book is organised geographically with each chapter covering one of the regions featured in the BBC series. Rick describes the fish-catching and fish-eating traditions of each area as well as details of the local life, legends and literature. He singles out local delicacies and includes six to eight fish and seafood recipes per chapter. Each chapter is illustrated with stunning food and landscape photography and ends with an area map and a guide to a small selection of the best hotels, restaurants, pubs and specialist suppliers (including information on extra locations, not featured in the series). 'Just as I do in the restaurant to keep ahead of the game, I look for the best suppliers, the freshest fish and who catches them. In a way, this is what this series is about, the fish I love, for all sorts of reasons, not just taste or fashion, where they come from and the people who catch them and the best way to cook them. As a result of looking around the country for the best seafood, it's turned out to be a love affair with the changing coastline of Great Britain and Ireland and the business of going to sea in small boats to catch the

freshest prime fish we have.' Rick Stein

aa flagship business plus: *Air Travel Consumer Report* , 1991

aa flagship business plus: The Financial Crisis Inquiry Report Financial Crisis Inquiry Commission, 2011-05-01 The Financial Crisis Inquiry Report, published by the U.S. Government and the Financial Crisis Inquiry Commission in early 2011, is the official government report on the United States financial collapse and the review of major financial institutions that bankrupted and failed, or would have without help from the government. The commission and the report were implemented after Congress passed an act in 2009 to review and prevent fraudulent activity. The report details, among other things, the periods before, during, and after the crisis, what led up to it, and analyses of subprime mortgage lending, credit expansion and banking policies, the collapse of companies like Fannie Mae and Freddie Mac, and the federal bailouts of Lehman and AIG. It also discusses the aftermath of the fallout and our current state. This report should be of interest to anyone concerned about the financial situation in the U.S. and around the world. THE FINANCIAL CRISIS INQUIRY COMMISSION is an independent, bi-partisan, government-appointed panel of 10 people that was created to examine the causes, domestic and global, of the current financial and economic crisis in the United States. It was established as part of the Fraud Enforcement and Recovery Act of 2009. The commission consisted of private citizens with expertise in economics and finance, banking, housing, market regulation, and consumer protection. They examined and reported on the collapse of major financial institutions that failed or would have failed if not for exceptional assistance from the government. News Dissector DANNY SCHECHTER is a journalist, blogger and filmmaker. He has been reporting on economic crises since the 1980's when he was with ABC News. His film *In Debt We Trust* warned of the economic meltdown in 2006. He has since written three books on the subject including *Plunder: Investigating Our Economic Calamity* (Cosimo Books, 2008), and *The Crime Of Our Time: Why Wall Street Is Not Too Big to Jail* (Disinfo Books, 2011), a companion to his latest film *Plunder The Crime Of Our Time*. He can be reached online at www.newsdissector.com.

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aa flagship business plus: Games User Research Anders Drachen, Pejman Mirza-Babaei, Lennart E. Nacke, 2018 Games live and die commercially on the player experience. Games User Research is collectively the way we optimise the quality of the user experience (UX) in games, working with all aspects of a game from the mechanics and interface, visuals and art, interaction and progression, making sure every element works in concert and supports the game UX. This means that Games User Research is essential and integral to the production of games and to shape the experience of players. Today, Games User Research stands as the primary pathway to understanding players and how to design, build, and launch games that provide the right game UX. Until now, the knowledge in Games User Research and Game UX has been fragmented and there were no comprehensive, authoritative resources available. This book bridges the current gap of knowledge in Games User Research, building the go-to resource for everyone working with players and games or other interactive entertainment products. It is accessible to those new to Games User Research, while being deeply comprehensive and insightful for even hardened veterans of the game industry. In this book, dozens of veterans share their wisdom and best practices on how to plan user research, obtain the actionable insights from users, conduct user-centred testing, which methods to use when, how platforms influence user research practices, and much, much more.

aa flagship business plus: Tourism Marketing Alan Fyall, Brian Garrod, 2005 This book provides a thorough and detailed understanding of tourism marketing principles and practice within the context of inter-organisational collaboration.

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aa flagship business plus: How To Lose Friends And Alienate People Toby Young, 2008-08-01 In 1995 high-flying British journalist Toby Young left London for New York to become a contributing editor at Vanity Fair. Other Brits had taken Manhattan—Alistair Cooke then, Anna Wintour now—so why couldn't he? But things didn't quite go according to plan. Within the space of two years he was fired from Vanity Fair, banned from the most fashionable bar in the city, and couldn't get a date for love or money. Even the local AA group wanted nothing to do with him. *How to Lose Friends and Alienate People* is Toby Young's hilarious account of the five years he spent looking for love in all the wrong places and steadily working his way down the New York food chain, from glossy magazine editor to crash-test dummy for interactive sex toys. But it's more than the longest self-deprecating joke since the complete works of Woody Allen (*Sunday Times*); it's also a seditious attack on the culture of celebrity from inside the belly of the beast. And there's even a happy ending, as Toby Young marries—for proper, noncynical reasons, as he puts it—the woman of his dreams. Some people are lucky enough to stumble across the right path straight away; most of us only discover what the right one is by going down the wrong one first. I'll rot in hell before I give that little bastard a quote for his book. -- Julie Burchill A relentlessly brilliant book—a What Makes Sammy Run for the twenty-first century . . . the funniest, cleverest, most touching new book I've read for as long as I can remember. -- Julie Burchill, *The Spectator*

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that only the most savvy know. What are the 13 Disney World Resorts you should avoid? What 9 restaurants- that don't need reservations- should be on your short list? What 4 questions should you ask before you go? What 3 Disney World resort hacks will save you thousands? Where are the 2 secret Disney World outlets? What Disney World meal comes with free childcare? Learn all of this and much more with Disney World Hacks. Saving on a Disney vacation is supposed to be notoriously difficult. However, as Walt put it himself, it is kind of fun to do the impossible! As a nationally known author and speaker I have spent years planning and helping others plan Disney vacations. Ask Google a Disney planning question and you might find my answer. Along the way, I have learned a thing or ten about how to maximize the fun and minimize the expense. Disney World Hacks is for people who want to maximize their Disney World experience without emptying their pockets and spending hundreds of hours planning the trip. The book covers both planning and on-the-ground hacks that will save you time and money. I am here to give you a ground level, no bull, action-oriented set of tips and tricks that will save you time and money on what can be the most stressful trip you might ever plan. The 180 pages in the book cover items that anyone can do without having to become fluent in Disney-speak. About the Author Dia Adams is a real-life Mom of two kids in the DC Metro area. She is creator of The Deal Mommy, a successful family travel community, and is featured on many of the nation's largest family travel sites. She is regularly quoted in national media and speaks often at conferences about Disney and family travel.

aa flagship business plus: Unforgettable Things to Do Before You Die Steve Watkins, Clare Jones, 2005 UNFORGETTABLE THINGS TO DO BEFORE YOU DIE will help you search out a host of unusual and amazing activities and experiences to be had in fabulous places all around the world during a regular two-week holiday or less. Follows on from the success of the first book in the series, UNFORGETTABLE PLACES TO SEE BEFORE YOU DIE, which in its first year will so far have been published in 14 editions across Europe, Asia and America. In UNFORGETTABLE THINGS TO DO BEFORE YOU DIE, international travel writers and photographers Steve Watkins and Clare Jones draw on their years of experience and select 40 of their personal favourite adventures of a lifetime. The recommendations range from tracking spirit bears on Princess Royal Island, Canada to sailing down the Nile on a felucca in Egypt. Aimed at style-conscious travellers looking for new sights and experiences, proposed future titles in the series include UNFORGETTABLE JOURNEYS TO MAKE BEFORE YOU DIE.

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aa flagship business plus: The Book of Humans Adam Rutherford, 2018-09-06 Around 45,000 years ago, something happened. We dragged ourselves away from our origins by creating culture, with tools and art and abstract thought and our newly minted minds. The cognitive revolution gave us a sense that we are special, and specially created, distanced from nature. Writers, scientists, philosophers and religions have marvelled at our brilliance for millennia. Yet we are apes, wedded to the rest of creation by genes, anatomy, and physiology, all rooted in a shared evolution. All species are unique, but are we more unique than other animals? This question is at the root of who

we are. Things we once lorded as uniquely human are not. We are not the only species that communicates, makes tools, solves puzzles, has fashions, plans for the future, regrets past decisions, goes to war, grieves for lost lives, farms, uses manipulative mind control, and has sex for reasons other than to make new versions of ourselves. We are the only ones who do all of these things. The Book of Humans is a guidebook to this paradox: what sets us apart from nature, but places us within it. Darwin began the process of inching us back into the natural world but in this dazzling new book, Adam Rutherford will look at how we occupy an exceptional place within the animal kingdom, demystify the complex behaviours we once thought just belonged to us and, in turn, enrich our understanding of what it means to be human.

aa flagship business plus: *Digital and Social Media Marketing* Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

aa flagship business plus: *Dear American Airlines* Jonathan Miles, 2009-06-02 "A heartfelt exploration of one man's psychic deterioration and the slim reed of hope to which, miraculously, he still clings" from the author of *Want Not* (Los Angeles Times). Sometimes the planes don't fly on time. Bennie Ford, a fifty-three-year-old failed poet turned translator, is traveling to his estranged daughter's wedding when his flight is canceled. Stuck with thousands of fuming passengers in the purgatory of O'Hare airport, he watches the clock tick and realizes that he will miss the ceremony. Frustrated, irate, and helpless, Bennie does the only thing he can: he starts to write a letter. But what begins as a hilariously excoriating demand for a refund soon becomes a lament for a life gone awry, for years misspent, talent wasted, and happiness lost. A man both sinned against and sinning, Bennie writes in a voice that is a marvel of lacerating wit, heart-on-sleeve emotion, and wide-ranging erudition, underlined by a consistent groundnote of regret for the actions of a lifetime—and made all the more urgent by the fading hope that if he can just make it to the wedding, he might have a chance to do something right. A margarita blend of outrage, wicked humor, vulnerability, intelligence, and regret, *Dear American Airlines* gives new meaning to the term "airport novel" and announces the emergence of major new talent in American fiction. "Begins as a scathing letter of complaint from a stranded traveler en route to his estranged daughter's wedding but quickly evolves in to a personal and surprisingly astute rant about life's challenges." —Parade Magazine "Refreshingly snappy and sassy." —The Washington Post

aa flagship business plus: *The US and the South Pacific*, 1979

aa flagship business plus: *Skygods* Robert Gandt, 1999 In 1966, Pan American Airways reached the zenith of its wealth & influence. Its pilots were lords of the sky; Skygods. Under aviation pioneer Juan Trippe's autocratic control, Pan Am bought jet airliners before its competitors & made record profits. It was the first U.S. airline to order the supersonic transport; it accepted reservations for the first service to the Moon. Then Pan American Airways fell to earth. In *Skygods*, Robert Gandt, a Pan Am pilot for 26 years, gives an inside account of the great airline's unprecedented demise. He interviewed hundreds of former Pan Am airmen & executives. He reveals how Pan Am's captains, in

Navy-style uniforms, once commanded their ships like petty tyrants. They were the best & brightest in airline industry, but there were disturbing stories of captains who allowed stewardesses to land their aircraft, flew them at the wrong altitude & in the wrong direction & who tragically disappeared, often without a trace. All was not well either in the Pan Am Building, the massive landmark in New York where a succession of impulsive & short-sighted CEOs combined to preside over the demise of a great airline. Pan Am bought a domestic airline it did not need; bought aircraft it did not need & operated half-empty planes on low-density routes. It sold the entire Pacific network for a bargain price & sold precious assets to meet its payrolls. And then came the Lockerbie tragedy. This is a fascinating account of what can go wrong with a pillar of strength of the U.S. industry, when its leaders lose their sense of direction & when their star employees-the Skygods-discover that they are mere mortals.

aa flagship business plus: Dead Men's Boots Mike Carey, 2018-05-22 Author of The Girl With All the Gifts Mike Carey presents the third book in his hip supernatural thriller series featuring freelance exorcist Felix Castor. You might think that helping a friend's widow to stop a lawyer from stealing her husband's corpse would be the strangest thing on your To Do list. But life is rarely that simple for Felix Castor. A brutal murder in the heart of London bears all the hallmarks of a long-dead American serial killer, and it takes more good sense than Castor possesses not to get involved. He's also fighting a legal battle over the body - if not the soul - of his possessed friend, Rafi, and can't shake the feeling that his three problems might be related. With the help of the succubus Juliet and paranoid zombie data-fence Nicky Heath, Castor just might have a chance of fitting the pieces together before someone drops him down an elevator shaft or rips his throat out. Or not....
The Felix Castor Novels
The Devil You Know
Vicious Circle
Dead Men's Boots
Thicker than Water
The Naming of the Beasts
By the same author, writing as M. R. Carey: The Girl With All the Gifts Fellside The Boy on the Bridge

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Developed in 1951 as Toyota's version of a Jeep-like vehicle, the Land Cruiser has been produced in convertible, hardtop, station wagon and utility truck versions plus its current flagship 4WD vehicle. Its reliability and longevity has led to huge popularity, especially in Australia where it has reliably performed under the toughest environmental conditions - Gets you there ... gets you back! The author, Alexander Wohlfahrt, tells the history of these impressive vehicles, describes the people who drive them and their philosophy of this type of car - whether they use it for fun or business. Last but not least the reader will also find the complete technical specifications of all models and production lines within this highly illustrated book.

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aa flagship business plus: *The Women Who Shaped Politics* Sophy Ridge, 2017-03-23 Sophy Ridge, presenter for Sky News, has uncovered the extraordinary stories of the women who have shaped British politics. Never has the role of women in the political world ever been more on the news agenda, and Sophy has interviewed current and former politicians including among others, Nicola Sturgeon, Ruth Davidson, Betty Boothroyd gain exclusive insight into the role women play in politics at the highest level. The book also includes Theresa May's first at-length interview about her journey to becoming Prime Minister. These interviews have revealed the shocking truth about the sexism that is rife among the House of Commons both in the past and today, with sometimes shocking, and sometimes amusing anecdotes revealing how women in Westminster have worked to counter the gender bias. Sophy provides gripping insight into historical and contemporary stories which will fascinate not just those interested in politics but those who want to know more about women's vital role in democracy. From royalty to writers and from class warriors to suffragettes, Sophy tells the story of those who put their lives on the line for equal rights, and those who were the first to set foot inside the chambers of power, bringing together stories that you may think you know, and stories that have recently been discovered to reveal the truth about what it is to be a woman in Westminster. This book is a celebration of the differing ways that women have shaped the political landscape. The book also, importantly, sheds light on the challenges faced by women in government today, telling us the ways that women working in politics battle the sexism that confront them on a daily basis.

aa flagship business plus: *Soar* Tom Bunn, 2013-10-01 Captain Bunn founded SOAR to develop effective methods for dealing with flight anxiety. Therapists who have found this phobia difficult to treat will find everything they need to give their clients success. Anxious flyers who have "tried everything" to no avail can look forward to joining the nearly 10,000 graduates of the SOAR program who now have the whole world open to them as they fly anxiety free wherever they want.

This approach begins by explaining how anxiety, claustrophobia, and panic are caused when noises, motions—or even the thought of flying—trigger excessive stress hormones. Then, to stop this problem, Captain Bunn takes the reader step-by-step through exercises that permanently and automatically control these feelings. He also explains how flying works, why it is safe, and teaches flyers how to strategically plan their flight, choose the right airlines, meet the captain, and so on. Through this program, Captain Bunn has helped thousands overcome their fear of flying. Now his book arms readers with the information they need to control their anxiety and fly comfortably.

aa flagship business plus: Elasmobranch Biodiversity, Conservation and Management Sarah L. Fowler, Tim M. Reed, Frances Dipper, 2002 The Darwin Elasmobranch Biodiversity Conservation and Management project in Sabah held a three-day international seminar that included a one-day workshop in order to highlight freshwater and coastal elasmobranch conservation issues in the region and worldwide, to disseminate the result of the project to other Malaysian states and countries, and to raise awareness of the importance of considering aspects of elasmobranch biodiversity in the context of nature conservation, commercial fisheries management, and for subsistence fishing communities. These proceedings contain numerous peer-reviewed papers originally presented at the seminar, which cover a wide range of topics, with particular reference to species from freshwater and estuarine habitats. The workshop served to develop recommendations concerning the future prospects of elasmobranch fisheries, biodiversity, conservation and management. This paper records those conclusions, which highlight the importance of elasmobranchs as top marine predators and keystone species, noting that permanent damage to shark and ray populations are likely to have serious and unexpected negative consequences for commercial and subsistence yields of other important fish stocks.

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aa flagship business plus: Naomi Leff Kimberly Carole Williams, 2008 One of the most influential American interior designers of the twentieth century, Naomi Leff is best known as the creator of the flagship Ralph Lauren store in Manhattan. There she established the brand image, combining a distinctive architectural form with feminine grace, patrician elegance, and luxurious comfort. Those elements inform Leff's portfolio, which encompasses residential design for wealthy families and Hollywood stars, retail spaces for Giorgio Armani, private clubs and spas, and interiors for yachts and corporate jets. Drawing especially on the defined shapes, simple forms, and opulent materials of the art deco style, she produced a sense of understated luxury and timeless elegance. Twenty projects are featured, all illustrated with lush color photography and with sketches and renderings from the Leff archive, now held at the Pratt Institute in New York. Honored with every award from the interior design profession, Naomi Leff was inducted into the Design Hall of Fame in 1991 and named the Dean of Design by *Architectural Digest* in 2005.

aa flagship business plus: *Lifelines* Stephane Hallegatte, Jun Rentschler, Julie Rozenberg, 2019-07-16 Infrastructure—electricity, telecommunications, roads, water, and sanitation—are central to people's lives. Without it, they cannot make a living, stay healthy, and maintain a good quality of life. Access to basic infrastructure is also a key driver of economic development. This report lays out a framework for understanding infrastructure resilience - the ability of infrastructure systems to function and meet users' needs during and after a natural hazard. It focuses on four infrastructure systems that are essential to economic activity and people's well-being: power systems, including the generation, transmission, and distribution of electricity; water and sanitation—especially water utilities; transport systems—multiple modes such as road, rail,

waterway, and airports, and multiple scales, including urban transit and rural access; and telecommunications, including telephone and Internet connections.

aa flagship business plus: *ETourism* Dimitrios Buhalis, 2003 This book addresses the digitization of all processes and value chains in the tourism, travel, hospitality and catering industries. By exploring the new technological trends it provides a solid basis for analysing the impacts of the Information Communication Technology (ICT) revolution on the tourism industry. The book adopts a strategic management and marketing perspective for tourism enterprises and destinations. It suggests that ETourism revolutionizes all business processes, the entire value chain as well as the strategic relationships of tourism organizations with all their stakeholders. It additionally focuses on how ICTs are employed in airlines, hotels, travel agencies, tour operators and destinations management organizations. The book demonstrates that tourism ICTs increasingly determine the competitiveness of the organization, and therefore, they are critical for the competitiveness of the industry in the longer term. The book is aimed at advanced undergraduate and postgraduate students in business, tourism and hospitality programmes that need to explore how they can use ICTs in a strategic context. It is also anticipated that researchers and practitioners will find it useful and stimulating. Features and benefits: Strategic perspective demonstrates the contribution of ICTs to the competitiveness of tourism organizations and destinations A wealth of international examples ensure global application and relevance Extensive use of case studies and illustrative examples demonstrate the link between theory and real world tourism situations Discussion topics encourage students to analyse further the information covered Extensive bibliography and further reading encourage more advanced study Associated website featuring up-to-date FT articles and power point slides create a comprehensive teaching and learning package. Dr Dimitrios Buhalis is Course Leader of the MSc in eTourism and Director of the Centre for eTourism Research (CeTR) at the University of Surrey. He is also Adjunct Professor at the Institut de Management Hotelier International (Cornell University - ESSEC Business School) in Paris. He serves as Vice President of the International Federation of Information Technology and Tourism (IFITT) and has chaired several ENTER conferences. He regularly works as adviser for the World Tourism Organisation, the World Tourism and Travel Council and the European Commission.

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