



Summary : Legend & Legacy - Robert J. Serling: The Story of Boeing and Its People

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Complete summary of Robert J. Serling's book: "Legend & Legacy: The Story of Boeing and Its People".

This summary of the ideas from Robert J. Serling's book "Legend & Legacy" charts the fascinating journey of Boeing, highlighting successes, near-disasters, and strategic wins. In his book, the author explains how Boeing took risks at crucial times, such as into the commercial airline business, and in the late twentieth century with the 747. Even its own pilots took risks: they sold new models on the back of daring demonstrations. However, it was these risks that paid off and led to its ultimate success. This summary provides a valuable insight into the innovation, daring and mistakes that led to Boeing becoming a multi-billion dollar success.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Legend & Legacy" and discover the compelling and inspiring tale behind Boeing.

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