



Ethics and Airbus

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Project Report from the year 2007 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 85%, Macquarie University (Graduate Accounting and Commerce Centre), course: Veranstaltung International Marketing (post-graduate unit), 34 entries in the bibliography, language: English, abstract: This report examines Airbus, one of two major players in the global aircraft manufacturing industry. Recent findings indicate that Airbus might have showed unethical business behavior in convincing customers to purchase its aircraft. After presenting and analyzing these allegations and updating potentially unethical conduct by Airbus to the present day, this report continues to discuss the topic of ethics in general. It is then elaborated how ethics are applied within the aircraft manufacturing industry by its two main players Boeing and Airbus. Following this, tools such as a PESTLE analysis and a SWOT analysis of Airbus are presented. Based on the findings of these analyses, recommendations for Airbus are formulated and examined with regard to practicability and feasibility aspects. Recommendations will be divided into short-, medium- and long-term strategies. Finally, this report will conclude by summarizing the findings and giving an outlook to Airbus' position in the global marketplace.

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