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[www.strategy-business.com/article/21966?gko=6e1b2](http://www.strategy-business.com/article/21966?gko=6e1b2)

Resources. Tom Hansson, Jürgen Ringbeck, and Markus Franke, "Flight for **Survival**: A New Operating Model for Airlines," *Strategy & Business*, December 6, 2002; Click here.

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## Elements of a Business Plan | Business Strategy

<https://www.entrepreneur.com/article/38308>

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