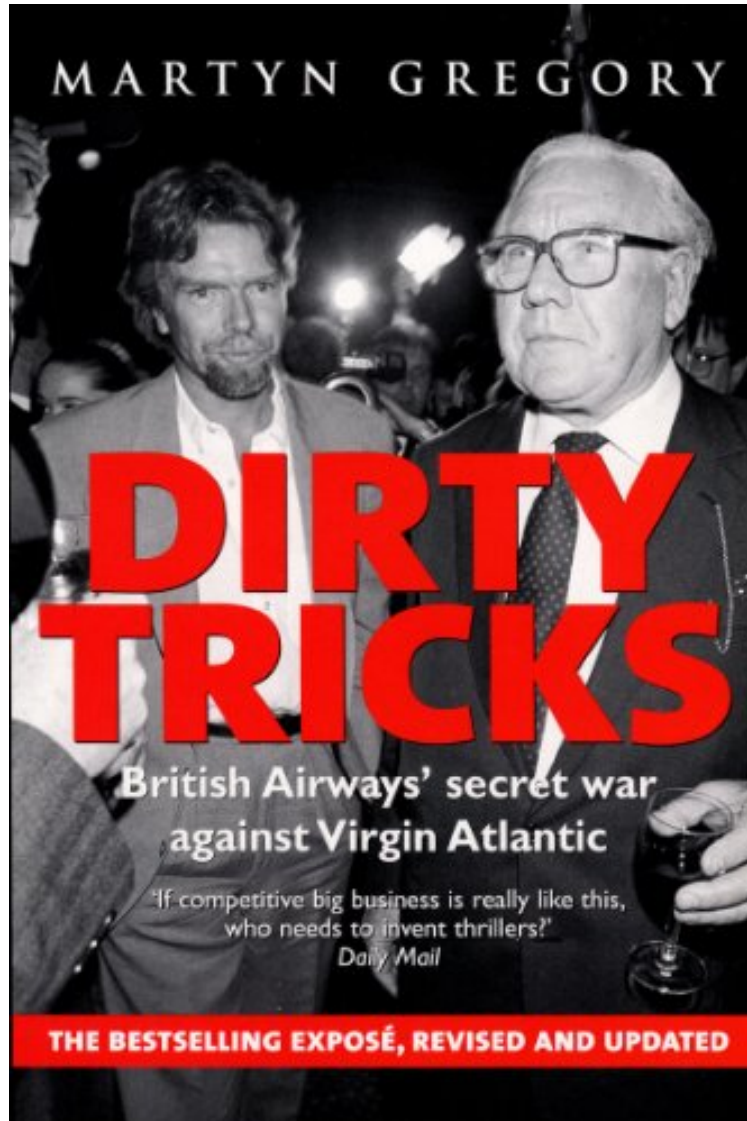


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Dirty Tricks: British Airways' Secret War Against Virgin Atlantic

Martyn Gregory

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Martyn Gregory : Dirty Tricks: British Airways' Secret War Against Virgin Atlantic before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dirty Tricks: British Airways' Secret War Against Virgin Atlantic:

1 of 1 people found the following review helpful. Good read!By KedarMPretty good read for how large established corporations have access to information/tricks to suppress upcoming competition. Must read for startups to be on the guard. Dapiers.com, Zappos learned it the hard way when acquired them strategically. I hope this review does not get censored:) because I am calling out here. And please don't ban me from prime:)0 of 0 people found the following review helpful. Factual Account of Branson vs. BABy Alexander GeorgeVery well written work about the Branson vs.

BA war. Mr. Gregory is very objective and factual. Richard Branson was everything but innocent in this high profile scuffle. This book tells the true story- without the media's pro-Branson twist. Both sides were at fault, and both sides went for the jugular. 8 of 8 people found the following review helpful. No ethics, little regard for legality, kill the competition. A horrendous expose of blatant efforts to quash the competition on the part of both British Airways and American Airlines, headed by several of Britain's establishment figures, several of who "retired" shortly after book publication. But, as one would think only happening in fiction, one of the main players rose to the top again, and is currently the major player. The most alarming aftermath is that this book was suddenly "out of print" very shortly after publication, not only in the US, but in the UK and Europe. I was loaned a copy by an aviation colleague (who received it as a gift from a Londoner), read it and immediately tried to purchase it three years ago. Am still trying. Could it only be a coincidence that during all the political machinations by both BA and AA to join forces, there were no copies of this book available to the public? One of the many horrifying aspects of this book is the way one company can get into the computer system of another in order to cause havoc.

Richard Branson's Virgin Atlantic was valued at over pound;1.2 billion when he sold a 49% stake to Singapore Airlines in 1999. This was an extraordinary achievement for an airline that began life in 1984 with one plane. Virgin Atlantic became one of the world's top airlines only after surviving an incredible dirty tricks campaign by British Airways. Award Winning investigative journalist Martyn Gregory exposed BA's secret war, and he reveals the full story in Dirty Tricks.