

Strategic Questions from Jurgen Weber, Chairman of Executive Board, Lufthansa

1. In terms of structure and culture, what are the key ingredients of efficient organizations? How do superior companies differ from mediocre ones in this respect?
2. Cost and quality leadership seem to contradict and difficult to attain. Can you give examples of companies which through efficiency have gained the necessary momentum to excel in qualitative terms?
3. Why are airlines such as US Airway, United Airlines, and American Airlines (and others) struggling to control costs? How do these companies need to change with regard to cost awareness and control to become competitive again?