

**Why is a globally competitive aerospace industry central to the achievement of Europe's economic and political objectives?**

As an industry in general, it requires high-level technological capacity and skill. So it's a tool to expand European technological and industrial capital. This fulfills the economic objective. It's also a dual use industry: aside from civilian applications the technology also has military applications fulfilling the political objective by maintaining the technological superiority of the European armed forces.

**How does Airbus manage corporate integration? As Airbus stands for the European Union microcosm with all its cultural differences, challenges, stakes etc., what are the key success factors and barriers that helped Airbus in this challenge?**

Airbus managed corporate integration by allowing its partner companies to become highly specialised, binding them together in several core areas, making Airbus a bit of a jack-of-all-trades.

The corporate culture glorifies Europe's internal diversity.

The free movement of goods, and initiatives for more scientific and economic cooperation by the European union were also a great boon.

**Transnationality is a main characteristic of Europeanized firms. Identify the key operational assets of Airbus.**

The company's intranet helps a diverse and dispersed staff to communicate in an efficient and expedient manner.

**Why has innovation become crucial for the European agenda? Find examples in the Airbus case.**

European industry has to maintain a cutting-edge level of technology to remain competitive in a rapidly evolving world.