# Annotated bibliography assignment

Transportation, Airlines

Dilworth, D. (2013). The New American Airline Has Arrived. DM News, 37, 26-29. Retrieved from http://search. proquest. com. ezproxy. libproxy. db. erau. edu/docvlew/ 1412589111 In this article, the author review on the different ways American Airlines set out to relaunch It's corporate and brand image. The article focused on describing American Airlines' tech savvy and customer-centric approaches in their branding and changing of customer experience.

The author use data gained from social media analysis tool provider to try to identify the influence of these new approaches is related to the customers' views on the new American Airlines. However, the limitation is that the data used only reflected the influence on the internet. The article is helpful in understanding American Airlines current branding efforts and what kind of corporate image American trying to establish, and it can be a supplement source to understand new corporate Image establishment process.

Torbenson, E. (2003). American Airlines' Chief Refuses to Talk Specifically about 'Revenue Premium'. Knight Ridder Tribune News Service. Retrieved from http:// search. proquest. com. ezproxy. libproxy. db. erau. edu/docvlew/460576104 This article reported on the recovery plan put in place had greatly improved American Airlines financial status, but the product changes and advertising campaign that came together with the plan conflicted with the corporate image American established in the past years.

The author focused on discussion the monetary results of American Airlines business transformation. This article is useful in understanding how American Airline trying to recover their corporate image after encountering

financial crisis. However the source has no data in identifying the impact on the corporate Image, thus It can be a supplementary source use to understand the downfall of American Alrllnes corporate Image.