

Priceless cost management examples from The Economist

By João on April 18, 2016 at 12:45 am

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Removing olives from in-flight dinner salads, removing a logo from rubbish bags, serving food in lighter boxes and replacing seats for lighter ones, and even using special paint to reduce air friction...

Imagination to manage (in these cases, reduce) costs while protecting customer value (or at least keeping an attentive eye on it), seems endless in airlines.

For an article too good to be summarised, full of priceless examples usable in any management accounting class or text, check the recent article from The Economist [here](#).

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