



## Jetliner Cabins Evolution & Innovation

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### Category

Transportation

Architecture & Design

### eBook App

Amazon.com \$16.99

Apple iTunes \$23.99

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## Big Ol' Jet Airliner, How Your Cabins Have Evolved!

**Newly Revised and Updated Edition of First and Only Book to Offer  
a Comprehensive Survey of Jetliner Interiors Now Available as an App**

It might not be a routine topic of conversation, but airline interiors, like everything else, have changed over the years. All those who have noticed the metamorphosis plus anyone who is interested in the history, evolution, and development of aircraft cabin interiors will enjoy *Jetliner Cabins: Evolution & Innovation* by longtime airline consultant Jennifer Couotts Clay.

Based on her acclaimed book by the same name originally published in 2003, this first and only comprehensive survey of jetliner cabin interiors has been digitally formatted as an app for smartphones and tablets.

Couotts Clay explains that in addition to redesigning and updating the book's sixteen core chapters, she added new material to the app, including "green" cabin innovations, classic airline case studies, hyperlinks to more than four hundred organizations, and more than six thousand all-color images arranged in a sequence of picture galleries. The app also delves into the topics of product branding, passenger experience, maintenance, and marketing.

Described as a "must-read" for aviation professionals, industry watchers, airline passengers, design aficionados, and other interested readers, this pioneering work features insights from leading international experts in the field and is chock-full of wonderful pictures.

Couotts Clay comments, "The civil-aviation sector is amazing: there is so much to write about! Because of Internet capability, I can keep adding new material to my app. This subject will never end!"

"The only comprehensive survey of the aircraft cabin environment from the 1970s to the present day...An ideal source for those wanting to learn or simply reminisce about the evolution of airline cabins and in-flight service." ~ *Airliner World* magazine

**Author:** Jennifer Couotts Clay was born in Scotland and educated in Britain, France, and the U.S. A Fulbright Scholar at Cornell University, she earned broad experience in marketing and operational management assignments across the airline network at British Airways in the 1970s and Pan American World Airways beginning in 1986. Principal of J. Clay Consulting since the 1990s, Jennifer has played a key role in the development of design implementation strategies for the interiors and exteriors of a number of different types of aircraft. She was a certified consultant to the Port Authority of New York and New Jersey and is now an American citizen residing in New York City.