

# naturalselection

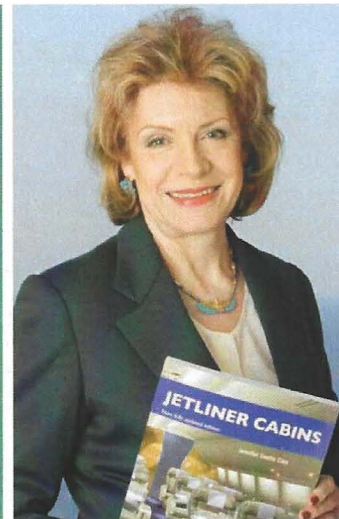
In a recent study published by the *Harvard Business Review* – *Why Sustainability Is Now the Key Driver of Innovation* – the coauthors, Ram Nidumolu, CK Prahalad, and MR Rangaswami, said: "By treating sustainability as a goal today, early movers will develop competencies that rivals will be hard-pressed to match."

Jennifer Coutts Clay, author of *Jetliner Cabins*, says that this guidance is of particular relevance to the aviation sector. "The article explains how product development cycles can be accelerated by building sustainability into the design of products, and incorporating after-use design and execution into the DNA of the enterprise," she says. "Despite the global recession, it is forecast that more than 24,000 new commercial aircraft of more than 100 seats will be required by 2028. For manufacturers currently developing high-tech cabin products

there will be a huge range of opportunities – both for new aircraft and retrofits."

Coutts Clay says that many eco-friendly initiatives are already being implemented by forward-looking airlines, and points to smart window shades, LED technology, composition leather and synthetic fabric seat covers, carbon-fibre-reinforced seat frames, bungee-type net literature pockets and footrest hammocks, stain-proofed nylon carpet and non-textile floor coverings engineered for subsequent re-use, canvas life-vest holders, composite oxygen containers, special filters for recycling bathroom shower water, and air-filled seat cushions.

"As Darwinian scientists remind us, the battle for survival does not depend on being the fastest, biggest or strongest, but on being the most adaptable," she concludes.

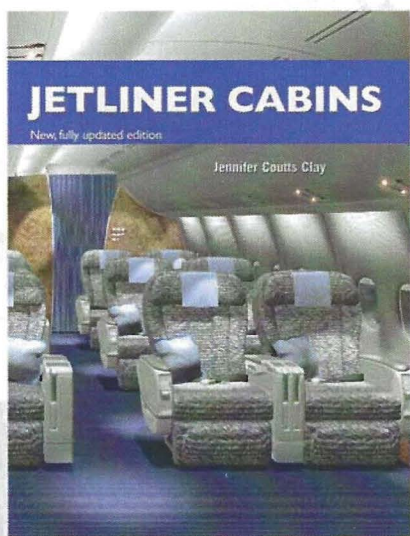


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## Jetliner Cabins by Jennifer Coutts Clay

2006 Laminated softcover edition 450+ pictures, most in colour

ISBN: 0-470-01933-6



★★★★★ "This updated edition ... will delight both industrial designer and amateur enthusiast."  
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★★★★★ "Something I would have never thought of without this book: how aesthetics and functionalism comes to be perfectly balanced into the commercial aviation industry. Interesting!"  
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"The first and only comprehensive survey of commercial aircraft design from the '70s to the new Millennium."  
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**Jennifer will be speaking about 'green' cabins at  
ATW's Eco-Aviation Conference, June 23-25, Washington, DC**

Read the reviews at [www.jetlinercabins.com](http://www.jetlinercabins.com)  
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