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Airbus and Boeing have invested in the market for aerospace and defense corporations (Fuglsang & Sundbo 2002). Use of modern technology to develop new products is a factor that has been used by the companies to develop new products in the market. Boeing has used technology to manufacture totally new products.

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Revenue diversification – Boeing has lesser risk. Airbus is more dependent on civilian aircraft for its revenues, with its commercial and helicopters (majorly civilian) segments together contributing a majority share of more than 80% of its revenues, whereas Boeing earns just 60% from the commercial aircraft category.

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