Clickplay time 2

What's the most-read magazine in the sky? Any airlines have put behind garbage bags. For carriers, flying mags are monopoly marketing at its rarest-an opportunity to take advantage of globeary eyeballs of captives, bored customers. But are they good to read? Fast Company went up to see. Our Take: This bimonthly slick features Celebrated Weekend, in which an interchangeable celebrity of the moment gives the lowrun on a favorite city. This works, or not, depending on your interest in, say, actor Mark Wahlberg and his deep knowledge of Boston.Required Boss Letter: Gerard Arpey is not just CEO-he is a licensed pilot! In a column, he says he stops a plane. That's good work. FC Rating: 3 (out of 4). A smart approach. Readers: 2.8 millionAttache (US Airways)Our Take: Attacher's business columnist, Daniel Gross, covers with spirit and depth topics, would be the meaning of corporate colors. And Attache isn't afraid to have a bit of fun: his October problem features a Wienermobile on the cover and a story about nomadic advertising. Required Boss Letter: David Siegel's column, anointed with details of the lives of his employees, is read as a political discourse. That's not good. FC Rating: 3.5. Put this in the briefcase. Readers: 1.5 millionContinental (Continental Airlines)Our Take: This mag is as cheap as most airline meals. Covers are buttoned down-Carly Fiorina smiling in a business suit-and the content are just as cautious. No big Hollywoods here, which can be very good for continental striped fans. Necessary Boss Letter: Gordon Bethune knows how to keep his comments short. If you didn't write like someone in the DEPARTMENT of PR. FC Rating: 2. Like a saline: a little dry and thin. Readers: 1.8 millionOur Take: Filled with surprises: distinctive abstract covers, impressive photos, and adventurous editorial. Hemispheres presents faulkner and Hemingway competitions, a series of stories called Row 22, Seats A&B, and a top golf columnist in A.G. Pollard Jr.Required Boss Letter: Glenn F. Tilton could use a self-editing lesson. But the guy cut his own salary last April, so I let him down. FC Rating: 3.75. It's as good as it gets. Readers: 1.7 millionSouthwest Airlines Spirit (Southwest)Our Take: The tone of this Texas-based magazine (published by those who make American Way) is a bit spicy, but sticks to the standard formula of a city magazine (do we really need another hottest new chefs article?). His business tests, however, caught our eye. Required Boss Letter: We love Colleen Barrett's pic: concise and personal. And dig her playful photo, smiling mischievously. FC Rating: 2.75. A city mage. Readers: 2.8 million calendar is between hitting and missing. Win and lose. In technology, synchronization is the difference between products that dent dent and those that languin the return bins. Between the life-changing features and those that just tick the boxes. Timing requires enormous amounts of audacity and patience. You can't hesitate, but you can't rush. Being the first is rarely the same as being the best, and being late is often the same as never being. 2014 feels like a crucial year for Apple when it comes to sync, and what's more - that's just the beginning. WWDC 2014 saw Apple senior vice president of software engineering, Craig Federighi knocked out the biggest list of new software features in iOS 4. From iOS 8, OS X Yosemite and the development tools section, two of them stand out – the new extensibility framework and the new Swift programming language. For years Apple has been accused of being behind the competitors, it would be Android and Windows Phone when it comes to inter-app communications, and the entire Copland Avoidance saga played over the course of nearly a decade. For inter-application communication, Apple took their time. They built a rock-solid security model, ported XPC, their communications protocol, over from OS X to iOS, separated window service, SpringBoard in SpringBoard (foreground) and BackBoardd (background) and, with iOS 7, completed a massive re-imagining of how the mobile interface and interaction should work. Once all this has been done, Apple has built a system that is secure, privacy-friendly, running off a daemon, rather than requiring a whole power system and maintaining it, which persists even if its source application is discarded, and that can serve as the basis not only to move content between applications, but to build a widget system , a third-party keyboard system, an interactive notification system, and more. It wasn't the first inter-app deployment on the market, but it seems to be one of the best. So is Swift. Apple brought Chris Lattner, now head of dev tools, on board with LLVM (lower level virtual machine) and later added Clang. These technologies freed them from GCC's addiction and made them masters of their own destiny compiler. Over the years things would be blocks and ARC (automatic reference counting) were added to Objective-C and then, when everything was in place, when Lattner and the team got to where they needed to be, Apple took C from Objective-C and revealed Swift. It wouldn't surprise me in the least if there were similar projects going on and similar foundations being set for future versions of iOS and OS X, for new file systems and multi-panel applications and things that we haven't even thought of even starting complaining about. Big changes, would be the acquisition of NeXT, would be the switch to Objective-C and X are rare. More common are the small changes over time. The tracks are updated one by one. Then, just years later, are the true scope of the changes appreciated. I've written similar about hardware before. In 2008 we have an iPhone 3G. 3G. 2010 we have an iPhone Retina. In 2012 we have a 4-inch iPhone with LTE. In 2014 it is not hard to imagine that we will get another evolution of the iPhone... or two. Why now? Why this year? Because we're at the end of the two-year cycle and Apple has put a lot of things in place to scale both its production and its development chains to reach 4.7 and 5.5 or whatever the next number(s) are they intend to reach. Consistent gesture navigation, touch and release radial controls, constraint-based layout, dynamic text, storyboarding that can encompass a wide range of sizes and orientations, the ability to manufacture more than one new phone per year, high-quality panels that, at large sizes, can be made at the right price and with the right yields to deliver hundreds of millions of devices. Everything, implemented. We've seen how hard Apple technology has been, how limited supplies of Retina panels, Touch ID sensors and other cutting-edge components have been in the past. Try to go too early and that technology simply cannot be produced at sufficient quality in sufficient quantities, or lead to horrible battery life, pixel pentile arrangements, or other usage hits. Go at the right time and you have 800,000,000 devices sold by a single manufacturer. Markets need to be ready, too. For the past few years Apple has sold more than 4-inch and under phones at over ~$500 in the U.S. than all their competitors on the big screen combined. When faced with the choice between an iPhone and a larger not-a-iPhone size, more than enough people were choosing the iPhone because of, or despite the size, that nothing bigger was still needed. Now, if the rumors are true, just like when Apple switched from exclusive AT&T to multi-operator, and all those who wanted an iPhone but couldn't or wouldn't use AT&T could finally get iOS on their carrier of their choice, those who want an iPhone but you can't or won't use a 4-inch or smaller will eventually be able to get iOS on the screen size of their choice. Calendar. Patience. That doesn't mean there aren't any early experiments at Apple, too, things would be Apple TV and Passbook that seed massive markets, would be television and mobile payments to see where they go. And also mulligans, would be MobileMe and Core Data sync that are replaced with iCloud and CloudKit. As much as I do, as a technology enthusiast, love companies throw everything against the wall just to see what sticks, I also value those who have the patience to counterbalance their audacity, who take their time and choose their photos. I those waiting for Treos and BlackBerrys to move to the stage of early adoption, intentions and contracts to get hammer edated on, Pebbles and FuelBands to hit the market. I value those who wait and see where each product is brilliant and terrible, figure out and where I can do something better, and then focus on implementing pack and give me something really great. That requires timing. And 2014 feels like the year we get to see a lot of Apple's calendar pay off. We may earn a commission on purchases using our links. learn more. Just in time (JIT) is a system of supplying goods as close as possible to the time when they are actually needed. For a reselling company, that means the goods arrive just before they hit shelves to purchase the customer. For a manufacturing company, this means that parts and raw materials arrive just before they are added to the final product. Keeping less inventory handy means that a company has more cash available and credit for other uses. JIT requires constant and accurate monitoring of demand. This is done with the use of Kanban - signals between different production points, which can alert when the next part or product is needed. Kanban helps facilitate the ongoing objectives of streamlining, efficiency and quality improvement - all of which are key objectives of the JIT. For retailers, overestimation of demand leads to inflated stocks and a reduction in profits as a result of reductions. Underestimation leads to empty shelves and lost sales. For a manufacturer, underestimation is the main problem. Without the necessary materials, the production stops, and the manufacturer can not deliver the goods so promised. It is precisely over time that inventory management is facilitated by electronic inventory systems. They allow a business to better monitor inventory and respond faster when it becomes low. Some only in time systems are so good that a product is not even manufactured until the consumer buys. Prior to these systems, businesses had to keep larger stocks only if there was an unforeseen increase in demand.