



Airline Marketing and Management

By Stephen Shaw

Taylor Francis Ltd, United Kingdom, 2011. Paperback. Book Condition: New. 7th Revised edition. 230 x 156 mm. Language: English . Brand New Book. Through six previous editions, Airline Marketing and Management has established itself as the leading textbook for students of marketing and its application to today s airline industry, as well as a reference work for those with a professional interest in the area. Carefully revised, the seventh edition of this internationally successful book examines an exceptionally turbulent period for the industry. It features new material on: *Changes in customer needs, particularly regarding more business travellers choosing - or being forced - to travel economy, and analysis of the bankruptcy of All Business Class airlines. * An explanation of the US/EU Open Skies agreement and analysis of its impact. *The increase in alliance activity and completion of several recent mergers, and the marketing advantages and disadvantages that have resulted. * Product adjustments that airlines must make to adapt to changes in the marketing environment, such as schedule re-adjustments and the reconfiguration of aircraft cabins. *Changes in pricing philosophies, with, for example, airlines moving to A La Carte pricing, whereby baggage, catering and priority boarding are paid for as extras....



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