



Airline Marketing and Management

SEVENTH EDITION



STEPHEN SHAW

AIRLINE MARKETING AND MANAGEMENT

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Seventh Edition

STEPHEN SHAW

SSA Ltd, Oxfordshire, UK

First published 2011 by Ashgate Publishing

Published 2016 by Routledge

2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

711 Third Avenue, New York, NY 10017, USA

Routledge is an imprint of the Taylor & Francis Group, an informa business

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British Library Cataloguing in Publication Data

Shaw, Stephen, 1950-

Airline marketing and management. -- 7th ed.

1. Airlines--Management. 2. Airlines--Marketing.

I. Title

387.7'4'0688-dc22

Library of Congress Cataloging-in-Publication Data

Shaw, Stephen, 1950-

Airline marketing and management / by Stephen Shaw. -- 7th ed.

p. cm.

Includes index.

ISBN 978-1-4094-0147-6 (hardback) -- ISBN 978-1-4094-0149-0 (pbk.) -- ISBN 978-1-4094-0148-3 (ebook) 1. Aeronautics, Commercial--Marketing. 2. Airlines--Marketing.

I. Title.

HE9781.S35 2011

387.7'40688--dc22

2010053666

ISBN 978-1-409-40147-6 (hardback)

ISBN 978-1-409-40149-0 (paperback)

ISBN 978-1-315-56643-6 (ebook)

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Introduction

It is now more than 25 years ago that the first edition of *Airline Marketing and Management* appeared. During that long time, I have been fortunate indeed to earn my living from working in the aviation industry, and to make a large number of good friends. Along the way, the industry's only constant characteristic has been a continuing – and accelerating – pace of change. As I sit down to write the introduction to another edition, there is no sign of that situation changing. Issues such as moves towards a more consolidated airline sector and the progressive hybridisation of Low Cost Carrier business models have all demanded attention during the rewriting process and, I hope, have been properly covered in the pages that follow. As always, I welcome comments, suggestions and questions – please feel free to email me at the address given below.

Thanks are due to my good friends at Ashgate Publishing, Adrian Shanks, Guy Loft and Luigi Fort, for our continuing pleasant professional association and to our many students and friends in the aviation industry on whose ideas the book continues to be based. My wife Gill has – as always – read the proofs and masterminded the production of the text for the book and I continue to be greatly in her debt for all the love and encouragement she has provided.

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October 2010

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