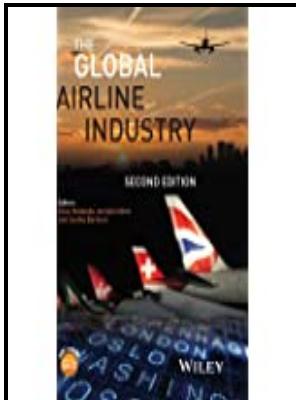


# Hard landing - the epic contest for power and profits that plunged the airlines into chaos

**Times Business - Hard Landing: The Epic Contest for Power... book by Thomas Petzinger**



Description: -

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Aeronautics, Commercial -- Deregulation -- United States -- History.  
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Airlines -- United States -- History.Hard landing - the epic contest for power and profits that plunged the airlines into chaos

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Notes: Includes bibliographical references (p. 427-496) and index.  
This edition was published in 1995



Filesize: 57.35 MB

Tags: #Hard #Landing #The #Epic #Contest #for #Power... #book #by #Thomas #Petzinger

**Hard landing : the epic contest for power and profits that plunged the airlines into chaos (eBook, 1996) [vip.stumagz.com]**

Its a decent history and covers a lot of ground. It focuses mostly on United and American but also looks at groups like Southwest, Frontier and Barniff.

**Hard Landing Quotes by Thomas Petzinger Jr.**

What is also nice about the book is the time spent on the related industries especially the travel agents. Petzinger, however, has succeeded not only in telling the story; he has done so in an entertaining style which makes for a fascinating and highly informative trip through all of the turmoil wrought by deregulation.

**Hard Landing: The Epic Contest for Power and Profits That Plunged the Airlines into Chaos (Paperback)**

From yield management of what to charge per ticket to maximizing flights in the air the numbers game of the airline industry is shown in all its glory.

**Hard Landing: The Epic Contest for Power and Profits That Plunged the Airlines into Chaos by Thomas Petzinger Jr.**

This book contains a great amount of fascinating detail, but it could have used a great deal of editorial assistance. Reservation systems were secretly rigged to favor the few airlines that owned them. The airline industry is run by macho men.

## HARD LANDING

What a great book of US airline histories. Might be boring if you don't care for business history. I think this is a fantastic business book and history book in one.

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