

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

Times Business - Hard Landing : The Epic Contest for Power and Profits That Plunged the Airlines into Chaos by S. Wasserman and Thomas Petzinger Jr. (1995, Hardcover) for sale online



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HARD LANDING THE EPIC CONTEST FOR POWER AND PROFITS THAT PLUNGED AIRLINES INTO CHAOS THOMAS PETZINGER

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. But those who take the time to look behind the scenes will discover an industry fraught with chaos, crisis and competition among rivals so intense that it borders on the savage.

9780812928358

If you would like to know more about the airlines, and the travel industry as well, Hard Landing covers everything from the uniqueness of business practices in an oligopolistic industry to the reason why you pay so much for everything if you book at the last minute. Hard Landing is a wonderfully written and well researched book about the chaos of the post deregulation era of the airline industry. If you would like to know more about the airlines, and the travel industry as well, Hard Landing covers everything from the uniqueness of business practices in an oligopolistic industry to the reason why you pay so much for everything if you book at the last minute.

Hard Landing : Thomas Petzinger : 9780812928358

The tale is as fascinating as any of Barbary buccaneers, railroad magnates, or others of the robber baron ilk.

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

He gave America what it wanted--cheap travel and no frills, combined with a little fun, Petzinger points out. The reader comes away with an understanding of the cause and effect of every relevant force affecting the airline business over the last few decades.

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