



Airline Alliances. Basics & Bypassing Barriers

By Sebastian Wagner

Grin Verlag Gmbh Jun 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2013 in the subject Business economics - Investment and Finance, printed singlesided, grade: 1,0, University of Applied Sciences Wildau (Wildau Institute of Technology), course: Corporate Finance, language: English, abstract: The formation of modern airline alliances has been a key process and prominent tradition in the airline industry since the last three decades. The characteristics of these alliances vary in scopes and extend from branding or franchising of low density feeder or regional routes to the creation of globalairline networks conducted by the world s most powerful carriers. Due to various reasons airliners prefer the amenities of acting co-operative rather than competitive relationships. Overall, it is undeniable that the formation and the rapid growth of alliances has been a central topic of the airline industry. Meanwhile it is scientifically proven that the economical benefitsand opportunities for airlines prevail possible threats and disadvantages. This project paper intends to give a detailed description of present alliance landscape and competition connected with chosen statistical data in the beginning. Furthermore the key competitive effects and motivations leading...



Reviews

This book may be really worth a read through, and far better than other. it was actually writtern extremely completely and valuable. I am just very easily will get a satisfaction of looking at a published ebook.

-- Lillie Toy

It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.

-- Miss Marge Jerde