



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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