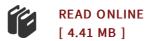




## The Passenger Has Gone Digital and Mobile: Accessing and Connecting Through Information and Technology (Hardback)

By Nawal K. Taneja

Taylor Francis Ltd, United Kingdom, 2011. Hardback. Book Condition: New. New ed., 250 x 164 mm. Language: English. Brand New Book. Technology is changing expectations in the airline industry. Passengers want to be in control, and they expect airlines to become solution providers and aggregators of value, to provide them with personalized services. Airline employees expect to be given the tools to do their jobs and to meet passenger expectations. Airline executives expect to make returns that are reasonable and relatively stable through business cycles. All of these expectations can be met by airlines through the effective and efficient leveraging of information and technology, to shift from being operations- and product-centric to becoming customer-centric and dramatically improving the overall passenger travel experience throughout the travel cycle. In this new book by world-renowned airline expert Nawal K. Taneja, the 7th in a series with Ashgate, the author explores and explains the game-changing opportunities presented to the industry by new-generation information and technology. He shows how information and technology can now drive, not just enable, an airline's strategy to become truly customer-centric at a personalized level, while at the same time enabling the operator to reduce costs, enhance revenues, reduce...



#### Reviews

Unquestionably, this is the best operate by any article writer. It is really basic but surprises from the 50 % of the ebook. I realized this ebook from my i and dad suggested this ebook to discover.

-- Kacie Schroeder

This pdf could be well worth a read through, and a lot better than other. It is amongst the most incredible publication i have got read through. I discovered this book from my dad and i recommended this publication to discover.

-- Sadye Hilll

#### Other Books



Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English. Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for...



### Flappy the Frog: Stories, Games, Jokes, and More!

Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Are you looking for a kid s or children s book that is highly entertaining, great for early readers, and...



#### Fox All Week: Level 3

Penguin Putnam Inc, United States, 2004. Paperback. Book Condition: New. James Marshall (illustrator). Puffin Easy-To-Read ed.. 224 x 147 mm. Language: English . Brand New Book. Using their cache of already published easy-to-read books, Puffin launched their Easy-to-Read program. Favorite stories by...



#### Hope for Autism: 10 Practical Solutions to Everyday Challenges

Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Hope for Autism: 10 Practical Solutions to Everyday Challenges, provides answers to the many questions...



# The Web Collection, Revealed: Adobe Creative Cloud Update (Mixed media product)

Cengage Learning, Inc, United States, 2013. Mixed media product. Book Condition: New. Premium ed. 241 x 193 mm. Language: English . Brand New Book. Your Adobe Creative Cloud package includes two components: 1) Online access to Adobe Creative Cloud updates on your...



#### Violin Concerto, Op.82: Study Score

Petrucci Library Press, United States, 2014. Paperback. Book Condition: New. Urtext ed.. 274 x 213 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Premiered by the renowned violinist Leopold Auer in St. Petersburg in February of 1905, Glazunov s...