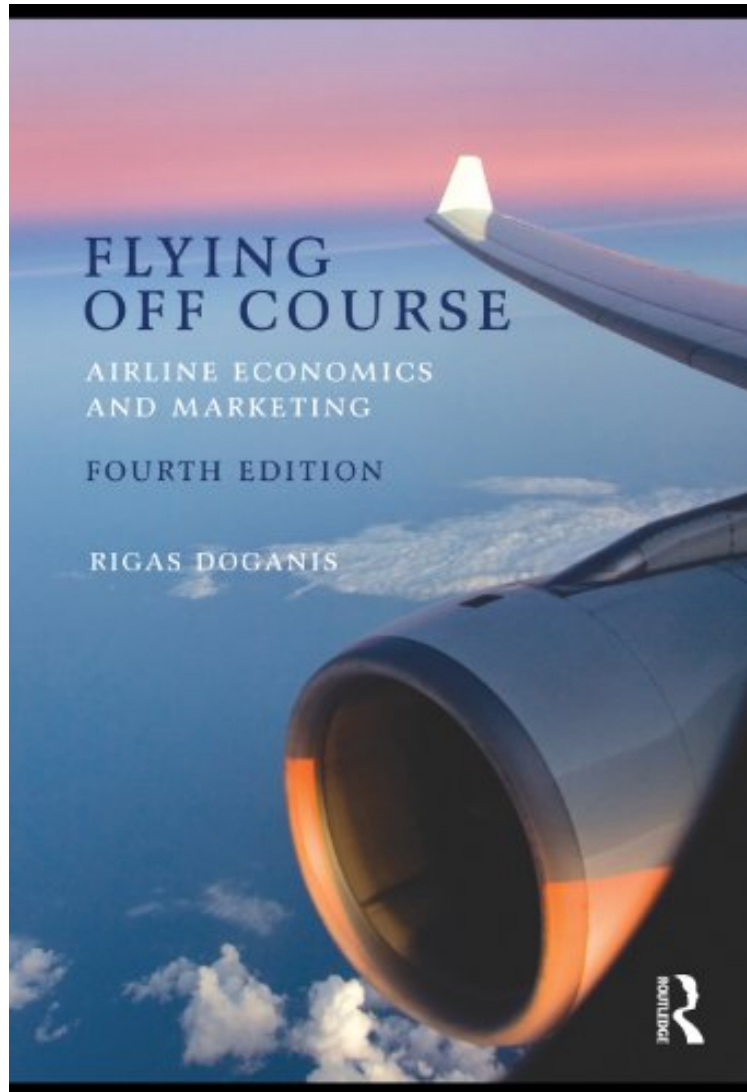


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Flying Off Course IV: Airline economics and marketing

Rigas Doganis

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Rigas Doganis : Flying Off Course IV: Airline economics and marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Flying Off Course IV: Airline economics and marketing:

0 of 0 people found the following review helpful. Four StarsBy Philippe PuechA classic1 of 1 people found the following review helpful. Good intro to airline businessBy mike hynesGood basic review for those without knowledge of the complexities of the airline industry. With speed of industry change in last 10 years may seem out-dated, but still an excellent starter for those new to airline business.10 of 12 people found the following review helpful. Interesting treatise of a boring subjectBy CFI Esq.This book is the required text for Advanced Aviation Economics in the MBA program at Embry-Riddle Aeronautical University. Doganis applies the tedious study of microeconomics specifically to the airline industry. My only complaint is that for an industry which changes everyday, the data are somewhat stale.

Hence, my three star rating. Although there is a smattering of 2009 facts in the book. However, the book should have a yearly update. Fortunately, there is a great deal of supplemental data available free of charge from a multitude of airline industry websites.

The airline industry presents an enigma. High growth rates in recent decades have produced only marginal profitability. This book sets out to explain, in clear and simple terms, why this should be so. It provides a unique insight into the economics and marketing of international airlines. Flying Off Course has established itself over the years as the indispensable guide to the inner workings of this exciting industry. This enlarged fourth edition, largely re-written and completely updated, takes into account the sweeping changes which have affected airlines in recent years. It includes much new material on many key topics such as airline costs, "open skies", air cargo economics, charters and new trends in airline pricing. It also contains two exciting new chapters on the economics of the low-cost no frills carriers and on the future prospects of the industry. The book provides a practical insight into key aspects of airline operations, planning and marketing within the conceptual framework of economics. It is given added force by the author's hands-on former experiences as a Chairman and CEO of Olympic Airways and as a non-executive Director of South African Airways while he is currently a non-executive Director of easyJet.