

The book was found

Airline Marketing And Management



Synopsis

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. *Airline websites and their role as both a selling and distributing tool. *The future of airline marketing. A review of the structure of the air transport market and the marketing environment is followed by detailed chapters examining business and marketing strategies, product design and management, pricing and revenue management, current and future distribution channels, and selling, advertising and promotional policies. The reader will benefit from greater understanding of both marketing and airline industry jargon and from knowledge obtained regarding the extraordinary strategic challenges now facing aviation. Written in a straightforward, easy-to-read style and combining up-to-date and relevant examples drawn from the worldwide aviation industry, this new edition will further enhance the book's reputation for providing the ideal introduction to the subject.

Book Information

Paperback: 378 pages

Publisher: Routledge; 7 edition (July 28, 2011)

Language: English

ISBN-10: 1409401499

ISBN-13: 978-1409401490

Product Dimensions: 6.1 x 1.1 x 9.1 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (12 customer reviews)

Best Sellers Rank: #515,530 in Books (See Top 100 in Books) #181 in [Books > Engineering &](#)

Transportation > Transportation > Aviation > Commercial #192 inÂ Books > Business & Money > Industries > Transportation #589 inÂ Books > Textbooks > Business & Finance > Marketing

Customer Reviews

This book describes the principles of marketing in the airline industry from basic strategy, pricing, CRM, distribution to brands and advertisement. Shaw concentrates on the general principles of the airline industry. The author's approach is formal, he discusses each marketing task chapter by chapter, but his writing style is engaging and it is always interesting - at least for people who are not insiders. This approach has many advantages. Its formal structure makes it easy for the novice reader to navigate through the book and recall what one has learned. The writing is concise and theoretically sound. This book presents no anecdotes and irrelevant story telling, no exceptional success stories or failures that cannot be generalized. For instance, he describes Southwest Airlines as a very successful low cost strategy that has been successfully copied throughout the world by other low cost airlines. This strategy works because of the cost characteristics, the barriers to entry in the airline industry and the problems of traditional national carriers to copy a similar strategy. Other more idiosyncratic characteristics of Southwest ('relational coordination') are omitted here, because their impact on the airline's success is not theoretically clear. This is the difference between a scholarly approach and a typical business book. This and the clear structure and writing style make this book ideal as teaching material. It can be used as an extensive case study or each chapter can be used individually as an application of the textbook marketing lessons to the airline industry. You'll find a lot of the basic textbook concepts in this book such as the Porter model, the Boston matrix and the Ansoff matrix, etc.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Delta: An Airline and Its Aircraft : The Illustrated History of a Major U.S. Airline and the People Who Made It Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Airline Marketing and Management Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve

Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) The Jet Sex: Airline Stewardesses and the Making of an American Icon Airline Transport Pilot Test Prep 2017: Study & Prepare: Pass your test and know what is essential to become a safe, competent pilot — from the most ... in aviation training (Test Prep series) Dangerous Lessons and Guardian Angels: An Airline Pilot's Story Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Airline: Style at 30,000 feet (Mini) Airline Visual Identity 1945-1975 Restaurant China : Identification & Value Guide for Restaurant, Airline, Ship & Railroad Dinnerware (Volume 2)

[Dmca](#)