Strategic Management in the Aviation Industry

Description:

This book provides a comprehensive overview of current strategic challenges and measures required to meet those challenges in a dynamic industry.

Experts from aviation practice and management, in addition to acknowledged scholars, contribute to this volume and combine academic expertise with economic and business perspectives in an unprecedented way for the aviation field.

The focus is not restricted to passenger airlines. The five parts of the book additionally include chapters on alliance management and formation, strategic issues for air freight carriers and airport companies, as well as impacts the airline industry exerts on its environment. The book combines both concepts and results from recent academic research with applications and case studies from major industry players.

Readership includes academics, students on advanced aviation courses, senior aviation professionals in airline, airport and supplier companies, international organizations and governmental agencies.

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