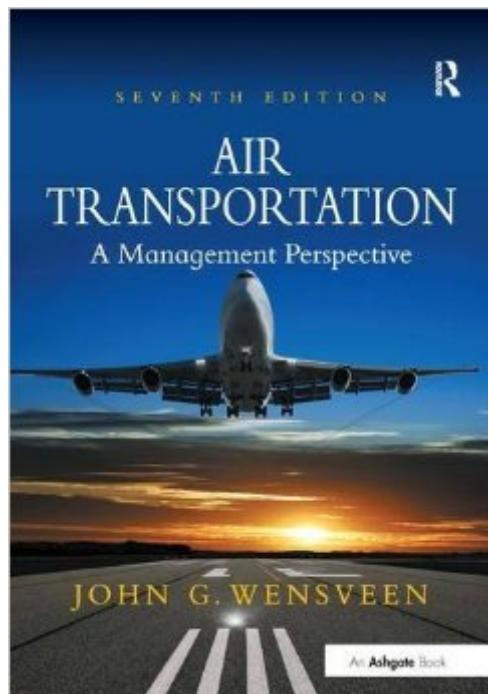


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Air Transportation: A Management Perspective



Synopsis

Now in its Seventh Edition, "Air Transportation: A Management Perspective" by John Wensveen is a proven textbook that offers a comprehensive introduction to the theory and practice of air transportation management. In addition to explaining the fundamentals, this book now takes the reader to the leading edge of the discipline, using past and present trends to forecast future challenges the industry may face and encouraging the reader to really think about the decisions a manager implements. The Seventh Edition brings the text right up to date with a new opening chapter, titled 'The Airline Industry: Trends, Challenges and Strategies', setting the context for all that follows within the book, and a new section within 'International Aviation' that explores the new airline business models. New and updated material has been added throughout the text and overall presents a more international perspective. Arranged in sharply focused parts and accessible sections, the exposition is clear and reader-friendly. "Air Transportation: A Management Perspective" is suitable for almost all aviation programs that feature business and management. Its student-friendly structure and style make it highly suitable for modular courses and distance-learning programmes, or for self-directed study and continuing personal professional development.

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Customer Reviews

Excellent, easy-to-read book on air transportation as a system, including airlines and general aviation knowledge from the systems and business side. I had it as a text book for a graduate course, and must say, one of the best reads for anything. I'd recommend getting a copy just out of

interest, as it truly offers a ton of information. Excited to see what future updates have, especially given the mergers.

This is a very good book for those wanting to learn more about the aviation industry. I ordered this book for my airline management class. I am very impressed with it. It covers just about every area in aviation. It talks about elastic demand, load factors, and the different government agencies and their structures. It also goes into history, which is important to think about when planning for the future, as past events can be used to predict what might happen in the future. I also like the little section toward the back that offers advise about careers in aviation, and ways to go about getting started in them. I plan on keeping this book, because this is actually the second time I ordered it. The first time I had it I didn't really read much of it, but I am now realizing the value of this book, and plan on referencing it in the future when questions arise. Overall, I am very happy with this book. Definitely one of the better books that I have used in college, if not the best.

This textbook provides a great general overview of the aviation industry. Having ten years of aviation experience myself, both as a commercial pilot and in airport operations, I feel that Dr. Wensveen has a good handle on the industry. I do have some minor issues to point out however. Facts and concepts are repeated unnecessarily throughout the book. Some may find this helpful, but I prefer a more concise approach. Also, I feel this book could benefit from more thorough editing. There are frequent spelling and punctuation errors, and content from previous editions remains, which clearly should have been updated or omitted for this version. One glaring example of this is a forward looking statement in chapter 10, which speculates on factors that should produce increased revenues for carriers during the early 2000s and beyond. Considering this edition was printed in 2011, this projection is no longer useful. Since I only have the Kindle version, I can't attest to the condition of the printed version, but all in all this book is a good read and definitely worth it.

This book is VERY hard to read. It seems as if the writer translated Wikipedia articles into a ton of poorly-written paragraphs. It is dry and boring, and these facts are made even worse by the authors terrible choice of wording and sentence structure. It is painful to read, contains tons of subjective conjecture with very little to no statistics or references to back anything he says. I can't imagine that my professor has actually read the book that he requires. This book is one of the worst I have ever had the displeasure of trying to read.

I am currently in the airline cooperation. This contains all the information that i need. From marketing / cargo / aircraft industry. Everything that you need for airline cooperation are in this book.

Easy to read and understand, can relate to job

This will give Aviation students a broad look at the industry as a whole and what has shaped it into what it is and where it is going. Great book.

A great read but a little confusing at times.

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