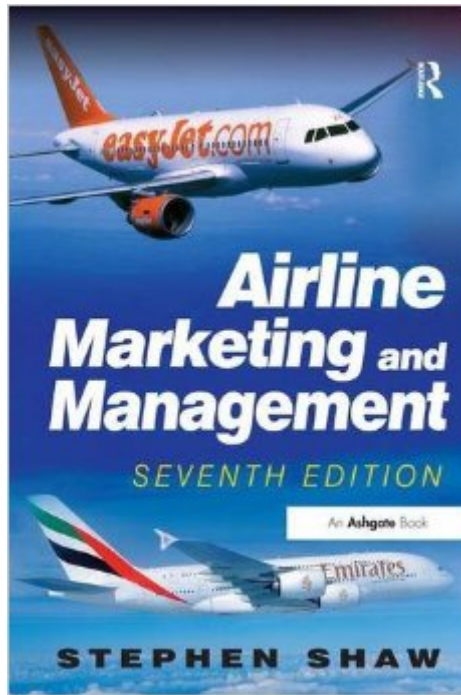


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Airline Marketing And Management



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.

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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.

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