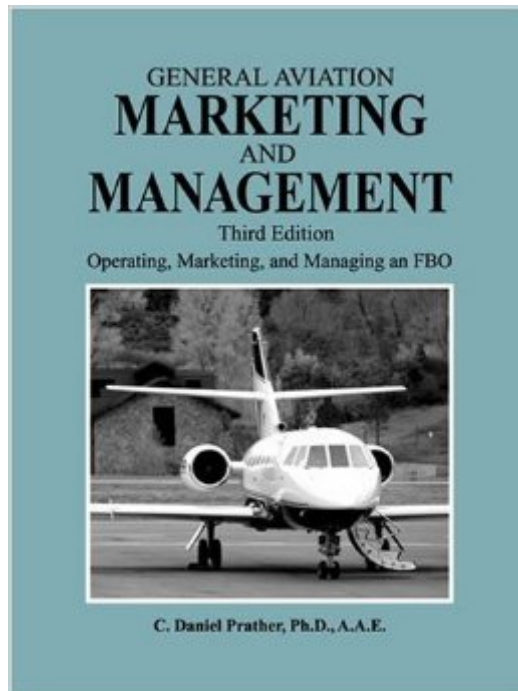


The book was found

# General Aviation Marketing And Management: Operating, Marketing, And Managing An FBO



## Synopsis

The third edition of General Aviation Marketing and Management, although true to its original purpose, has been updated and expanded to include more guidance on the subject of FBO Management. Specifically, the line service functions of an FBO are thoroughly explored, allowing the student to understand the FBO from the ground up, and thus become a more effective FBO manager. The text also retains a marketing focus to enable the student desiring to learn about aviation marketing, the corporate pilot responsible for aircraft evaluation, and the FBO Manager seeking to enhance revenues, the opportunity to learn more about marketing in the GA industry and be more effective in this area.

## Book Information

Hardcover: 304 pages

Publisher: Krieger Publishing Company; 3 edition (March 4, 2009)

Language: English

ISBN-10: 1575243016

ISBN-13: 978-1575243016

Product Dimensions: 0.8 x 9 x 11.5 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars Â See all reviews Â (5 customer reviews)

Best Sellers Rank: #616,910 in Books (See Top 100 in Books) #214 in Â Books > Engineering & Transportation > Transportation > Aviation > Commercial #233 in Â Books > Business & Money > Industries > Transportation #13994 in Â Books > Textbooks > Business & Finance

## Customer Reviews

Good overall basic introduction. Would be even better with some deeper treatment or case studies. Recommended for those interested in an overview of FBO operations.

Should be of interest to all Marketing managers.

Enlightening,

great topic

Great text!

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

General Aviation Marketing and Management: Operating, Marketing, and Managing an FBO  
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) Ghosts of the Great War: Aviation in WWI (Ghosts Aviation Classics) Windows 10: User  
Guide and Manual 2016 - Everything You Need To Know About Microsoft's Best Operating System!  
(Windows 10 Programming, Windows 10 Software, Operating System) Linux: For Beginners - Step  
By Step User Manual To Learning The Basics Of Linux Operating System Today! (Ubuntu,  
Operating System) Pocket Guide to the Operating Room (Pocket Guide to Operating Room) Health  
Fitness Management - 2nd Edition: A Comprehensive Resource for Managing and Operating  
Programs and Facilities General Aviation Aircraft Design: Applied Methods and Procedures  
Windows 10: The Ultimate User Guide To Microsoft's New Operating System - 33 Amazing Tips  
You Need To Know To Master Windows 10! (Windows, Windows 10 Guide, General Guide) 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 The Microsoft Guide to Managing Memory With MS-DOS 6: Installing,  
Configuring, and Optimizing Memory for MS-DOS and Windows Operating Systems Single Family  
Office: Creating, Operating & Managing Investments of a Single Family Office The Single Family  
Office: Creating, Operating & Managing Investments of a Single Family Office Arachnomania: The  
General Care and Maintenance of Tarantulas and Scorpions (General Care and Maintenance of...  
Series) LOGICAL REASONING (General Aptitude and Abilities Series) (Passbooks) (General  
Aptitude and Abilities Passbooks) Clinical Anesthesia Procedures of the Massachusetts General  
Hospital: Department of Anesthesia, Critical Care and Pain Medicine, Massachusetts General  
Hospital, Harvard Medical School 8th (eighth) Edition published by Lippincott Williams & Wilkins  
(2010) CLEP General Exam (REA) - The Best Test Prep for the CLEP General Exam (CLEP Test  
Preparation) Sterling DAT General Chemistry Practice Questions: High Yield DAT General  
Chemistry Questions

[Dmca](#)