

## Air Freight Market Analysis Iata

*The Air Transportation Industry: Economic Conflict and Competition analyzes all market segments in detail, examining such issues as which industrial-economic structure drives decisions, the main economic problems, the consequences for negotiations between different actors, impacts on the global aviation market, and much more. The book covers the entire aviation sector, including strategies, regulation, resilience, privatization, airport slot management, and more. It examines how economic and strategic struggles underlie the current market structure, both for aviation as a whole and for the constituent actors as carriers, authorities and handlers. This book will help reader gain insights into possible strategic choices and the mutual competitive strength within the future aviation market. Contains contributions from well-known aviation scholars Includes numerous cases studies throughout that explore a wide range of topics Focuses on applied knowledge, with clearly structured chapters examining topics from a global perspective Addresses the ongoing consequences of COVID-19 on the air transportation industry, examining potential strategic responses in the event of subsequent pandemics*

*This book takes a look at the critical issues facing the airline industry featuring*

*contributions from key figures in Europe, the US and Asia. Elements for success and failure are discussed and material is offered for strategic thinking.*

*This book constitutes the thoroughly refereed proceedings of the 15th International Conference on Design Science Research in Information Systems and Technology, DESRIST 2020, held in Kristiansand, Norway, in December 2020. The 28 revised full research papers included in the volume together with 7 research-in-progress papers and 9 prototype papers, were carefully reviewed and selected from 93 submissions. They are organized in the following topical sections: digital public services; data science; design principles; methodology; platforms and networks; and service science. Due to the Corona pandemic this event was held virtually.*

*The boom of internet is causing another industrial revolution. It is necessary for Chinese airlines to develop E-business in order to keep their competitive advantages. China Southern Airlines is the first Chinese airlines to enter E-business sector and is fairly successful in Chinese civil aviation market. However, comparing with British Airways, current E-business strategy in this company quite falls behind. After a strategic analysis, it is clearly that E-business is a profitable strategy for China Southern Airlines and should be applied further. It is quite urgent for China Southern Airlines to*

*enlarge and improve its E-business strategies so that it can consolidate its leading position in this market segment. Therefore, some reasonable future strategic choices are put forward and a recommendation is given. On the other hand, the explosion of Chinese economy provides a rapid growth of air traffic world widely. British Airways and other foreign airlines would increase their profits significantly from Chinese air market.*

*Global Governance of Civil Aviation Safety  
A Strategic Analysis of Chinese Airline Industry under Online Environment*

*ITF Transport Outlook 2019*

*The Economics of International Airline Transport*

*Airport Development Reference Manual*

*Lessons Learned from Industry 4.0 Across Europe*

*Logistics Transportation Systems compiles multiple topics on transportation logistics systems from both qualitative and quantitative perspectives, providing detailed examples of real-world logistics workflows. It explores the key concepts and problem-solving techniques required by researchers and logistics professionals to effectively manage the continued expansion of logistics transportation systems, which is expected to reach an estimated 25 billion tons in the United States alone by 2045. This book provides an ample understanding of logistics transportation systems, including basic concepts, in-depth modeling analysis, and network analysis for researchers and practitioners. In addition, it covers policy issues related to transportation logistics, such as security, rules and regulations, and emerging issues*

*including reshoring. This book is an ideal guide for academic researchers and both undergraduate and graduate students in transportation modeling, supply chains, planning, and systems. It is also useful to transportation practitioners involved in planning, feasibility studies, consultation and policy for transportation systems, logistics, and infrastructure. Provides real-world examples of logistics systems solutions for multiple transportation modes, including seaports, rail, barge, road, pipelines, and airports Covers a wide range of business aspects, including customer service, cost, and decision analysis Features key-term definitions, concept overviews, discussions, and analytical problem-solving This book focuses on the factors that support the strengths of international airlines in general and the Asian airline carriers in particular. Defining the quality of human capital as the level of education and the competence of airline employees, it analyzes the efficiency of 39 airlines in various regions, both in terms of production and cost structures. It argues that, despite Asia's well-developed and globally competitive manufacturing sector, aided by open market practices, its overall service sector still lags far behind more advanced economies. As this does not stop Asia-based carriers from generally being more efficient than their counterparts in Europe and North America, the book investigates how competitiveness analysis of the airline industry can help Asian policymakers better prepare for the liberalization of the service sector, given how crucial this aspect is for the future growth of the Asia-Pacific region. Efficiency and Competitiveness of International Airlines offers a valuable resource for policymakers, airline employees, and researchers and students of microeconomics. When the COVID-19 pandemic hit, the world was caught unprepared. We had faced several disruptions including pandemic but not at this level. It brought everything to a*

*grinding halt as nationwide lockdowns were imposed to stop the spread of infection. Businesses struggled, and then rose to the occasion to manage their work by redefining their business structure, work culture and strategies. This book has a collection of articles that are not just opinions and projections about future but phenomenon-based articles explored through theoretical lens and are not just limited to business and economy but ecological changes as well. The authors who have shared their knowledge and research hail from Bangladesh, New Zealand, Pakistan, Sri Lanka, UK, USA and Vietnam beside India. The diverse background of authors that include University Vice Chancellors, Directors, Distinguished Professors, and Senior Executives from the industry brings their unique perspective and insights in the articles. The 27 articles in this book are divided in 5 sections namely Higher Education Rebuilding Itself, Surviving the Crisis, Evolving Business Models and Organizational Strategies, Way Forward for the Economy, Impact on the Ecosystem and Society. Each article demystifies the multidimensional impact that the pandemic has had on the professional and personal spheres of the human lives. We hope that it will serve as true companion of a researcher.*

*Der Flughafen von Äthiopiens Kapitale Addis Abeba steht als Beispiel für aufstrebende Großflughäfen an der Schwelle zu global wirksamen Drehkreuzen. Er verkörpert verbindende und beschleunigende Kräfte; damit verbunden sind jedoch auch begrenzende und verlangsamende Effekte, die an die Wirkungsweise eines solchen Umschlagplatzes gekoppelt sind. Eine Reihe von Faktoren auf unterschiedlichen raumzeitlichen Ebenen machen in ihrer Summe die Bedeutung dieses Flughafens aus. In seiner geographischen Lage positioniert er sich global als Vermittler asiatisch-afrikanischer Bewegungsströme und wird zum Einfallstor zumal für chinesische Aktivitäten in Afrika. Addis ist eine kontinentale*

*Drehscheibe, die mit Hilfe ihres Home-Carriers Ethiopian Airlines über neue Airline-Beteiligungen und regionale Zubringer panafrikanische Konnektivität schafft. Eine starke nationale Führung verknüpft den vom Staat kontrollierten Luftfahrtsektor mit einer Entwicklungsstrategie, die vorrangig auf den Energie- und Transportbereich setzt. Die prosperierende Metropole Addis Abeba manifestiert ihren Aufschwung mit lokalen Bau- und Verkehrsprojekten, die weit über den Flughafen hinausreichen. Basierend auf Äthiopiens langer Luftfahrttradition wird die Investition in eigene Ausbildungskapazitäten zu einem kontinuierlichen Antrieb für den identitätsschaffenden Aviation-Sektor. Der reale Flugbetrieb schafft ein sich wiederholendes Muster von Umsteigewellen und Aktivitätsrastern, deren Wachstumssequenzen sich überlagern. Das Tempo nimmt weiterhin zu, sowohl bei der Umsetzung der Ausbauprojekte am Bole Airport als auch bei der Geschwindigkeit der dort angestoßenen Prozesse. Hochfliegende Visionen der Airline und Pläne für einen neuen Flughafen treiben den augenblicklichen Wachstumskurs weiter voran. Intensität und Erfolg all dieser Prozesse bringen auch Schattenseiten mit sich. Dazu gehören etwa neue Abhängigkeiten von chinesischen Investitionen, wachsende Vorbehalte und sich verhärtende Fronten im idealerweise geeinten kontinentalen Luftraum, eine einseitige nationale Wachstumsagenda mit autoritären Zügen und lokale Unstimmigkeiten angesichts zunehmend ausgeschlossener Akteursgruppen. Auch birgt die Intensität der Beschleunigung, mit der die Luftfahrtexpansion in Addis Abeba einhergeht, die Gefahr einer Überforderung von Infrastruktur, Personal und Umgebung. Der Standort stellt ein aufschlussreiches Beispiel dar für aktuelle Neuorientierung innerhalb der globalen Luftfahrtlandschaft.*

*Airport Capacity Constraints and Strategies for Mitigation*

*Commercial Transport*

*Industrialization in Africa Reconsidered*

*Addis Ababa Airport zwischen Globalisierung und  
Fragmentierung*

*ITF Transport Outlook 2021*

***In recent years, digital business models have frequently been the subject of academic and practical discourse. The increasing interconnectivity across the entire supply chain, which is subsumed under the term Industry 4.0, can unlock even farther-reaching potentials for digital business models, affecting entire supply chains and ecosystems. This book examines the specific challenges and obstacles that supply chain and ecosystem management poses with regard to the development of digital business models. The top-quality contributions gathered here focus on the successful implementation of Industry 4.0 in digital business models for industrial organizations in a European context, making the book a valuable asset for researchers and practitioners alike.***

***A study prepared by the United Nations University World Institute for Development Economics Research (UNU-***

**WIDER)**

***This publication identifies the main regulatory obstacles of the following transport sectors in Mexico: road transport, railways, ports, border crossing, and airway passengers. The report also offers recommendations to improve the quality of the regulatory framework of these sectors.***

***An efficient air transport system is critical to countries attaining and sustaining healthy economies in an increasingly interconnected world economy. This volume 5 of Advances in Airline Economics includes literature surveys and original empirical research examining airline efficiency in the twenty first century.***

***The Air Transportation Industry  
Logistics Transportation Systems  
Digitalization and the Impacts of  
COVID-19 on the Aviation Industry  
Connecting Central Asia with Economic  
Centers***

***Airline Economics  
Airline Efficiency***

This is the final report of the Asian Development Bank Institute study Connecting Central Asia with Economic Centers. The study focuses on the five Central Asian



economies: Kazakhstan, the Kyrgyz Republic, Tajikistan, Turkmenistan, and Uzbekistan. The aim of the study is to examine the pattern of economic relations between these economies and major economic centers since Central Asia began its transition to a market economy in the early 1990s, highlighting emerging challenges and exploring their policy implications along the way. The report considers trade ties, foreign direct investment and financial flows, migration and remittances, and institutional cooperation between the Central Asian economies and major economic centers such as those in Asia, the European Union, the Russian Federation, and the United States.

Extensively revised and updated edition of the bestselling textbook, provides an overview of recent global airline industry evolution and future challenges Examines the perspectives of the many stakeholders in the global airline industry, including airlines, airports, air traffic services, governments, labor unions, in addition to passengers Describes how these different players have contributed to the evolution of competition in the global airline industry, and the implications for its future evolution Includes many facets of the airline industry not covered elsewhere in any single book, for example, safety and security, labor relations and environmental impacts of aviation Highlights recent developments such as changing airline business models, growth of emerging

airlines, plans for modernizing air traffic management, and opportunities offered by new information technologies for ticket distribution Provides detailed data on airline performance and economics updated through 2013

With the emergence of smart technology and automated systems in today's world, artificial intelligence (AI) is being incorporated into an array of professions. The aviation and aerospace industry, specifically, is a field that has seen the successful implementation of early stages of automation in daily flight operations through flight management systems and autopilot. However, the effectiveness of aviation systems and the provision of flight safety still depend primarily upon the reliability of aviation specialists and human decision making. The Handbook of Research on Artificial Intelligence Applications in the Aviation and Aerospace Industries is a pivotal reference source that explores best practices for AI implementation in aviation to enhance security and the ability to learn, improve, and predict. While highlighting topics such as computer-aided design, automated systems, and human factors, this publication explores the enhancement of global aviation security as well as the methods of modern information systems in the aeronautics industry. This book is ideally designed for pilots, scientists, engineers, aviation operators, air crash investigators, teachers, academicians, researchers, and students

seeking current research on the application of AI in the field of aviation.

**Air Transportation Professionals: A Practical Career Guide** covers the steps you need to take have a career in this field, and includes interviews with professionals currently working in this field.

**Challenges of Managing Business, Social and Ecological Systems in the Post COVID 19 Era**  
**Restoring Growth**

**Ein Hub in Raum und Zeit**

**Efficiency and Competitiveness of International Airlines**

**ITF Transport Outlook 2015**

**The Economy of Puerto Rico**

*A non-incorporated territory of the United States, Puerto Rico operates under U.S. legal, monetary, security and tariff systems. Despite sharing in these and other key U.S. institutions, Puerto Rico has experienced economic stagnation and large scale unemployment since the 1970s. The island's living standards are low by U.S. standards, with a per capita income only half that of Mississippi, the poorest state. While many studies have analyzed the fiscal implications of Puerto Rico's political relationship with the United States, little research has focused broadly on the island's economic experience or assessed its growth prospects. In this innovative new book, economists from U.S. and Puerto Rican institutions address a range of major policy issues affecting the island's economic development. To frame the current situation, the contributors begin by assessing Puerto Rico's past experience with various growth policies. They then analyze several reforms and new*

*initiatives in labor, education, entrepreneurship, fiscal policy, migration, trade, and financing development, which they incorporate into a proposed strategy for jumpstarting Puerto Rican economic growth. Contributors include Gary Burtless (Brookings Institution); Orlando Sotomayor, Luis Rivera-Batiz, Ramón Cao, Maria Enchautegui, José Joaquín Villamil, Eileen Segarra, Marinés Aponte, and Juan Lara (University of Puerto Rico); Richard Freeman and Robert Lawrence (Harvard University); Helen Ladd (Duke University); Francisco Rivera-Batiz (Columbia University); Steven Davis and Bruce Meyer (University of Chicago); James Alm (Georgia State University); Ingo Walter, Rita Maldonado-Bear, and William Baumol (New York University); Belinda Reyes (University of California, Merced); Alan Krueger (Princeton University); Carlos Santiago (University of Wisconsin); David Audretsch (Indiana University); Ronald Fisher (Michigan State University); Fuat Andic (UN Advisor); Arturo Estrella (NY Federal Reserve); James Hanson and Daniel Lederman (World Bank); James Dietz (University of California, Fullerton); and Katherine Terrell (University of Michigan).*

*This contributed volume contains the selected and reviewed papers of the 2nd Interdisciplinary Conference on Production, Logistics and Traffic (ICPLT) 2015, Dortmund, Germany. The topical focus lies on economic, ecological and societal issues related to commercial transport. The authors are international experts and the paper collection presents the state-of-the-art in the field, thus making this book a valuable read for both practitioners and researchers.*

*In the airline industry, the formation of highly integrated strategic alliances started during the 1990's. Thereby, Star Alliance became the first global player when passenger airlines faced deregulation, and wanted to support their growth and expansion in international markets. For cargo*

companies, this type of integration came around later, namely in the beginning of 2000. As a result of the increased co-operation, major alliances were formed with the launch of SkyTeam Cargo and WOW. In the dawn of the new century, these alliances should lay the cornerstone for the achievement of a long term success through synergy effects, and higher competitiveness in terms of the individual and the group. A decade later, WOW and SkyTeam Cargo have evolved in different directions but, not all members or ex-members are pleased about the results. Strategic alliances in air transport have been studied widely but, most of the recent publications only cover the passenger side in this business. There are a lot of information and statements about the benefits that alliances can bring to its members. But, the review of the literature shows that research is very sparse when it comes down to the evaluation of the actual impact of alliance integration on air cargo carriers' standing. The objective of this book is to analyze and interpret the impact of a strategic alliance on cargo airlines' revenue-tonne-kilometres key figures (provided by Airline Business 1998-2010), and market share developments. The author's aim is on the one hand, to answer the question if air cargo operators did profit from alliance integration, and on the other hand, to give the reasons for this development. Besides, the book gives an overview about the market's environment, the characteristics of air freight, and the history of WOW and SkyTeam Cargo. Further, the additional questions are discussed in detail: • How did carriers react to the challenges and opportunities in the market? • What are the main benefits or disadvantages for alliance members? • What major challenges do (prospective) members face in an alliance? • What are the core arrangements and prerequisites for alliance integration? • Is there a common

*success, are there stability factors and why do alliances fail?*

- *What alternatives are there to alliance formation*

*AIR Freight Market Analysis*  
*The Routledge Companion to Air Transport Management*  
Routledge

*Handbook of Research on Artificial Intelligence Applications in the Aviation and Aerospace Industries*

*Digital Business Models in Industrial Ecosystems*

*15th International Conference on Design Science Research in Information Systems and Technology, DESRIST 2020,*

*Kristiansand, Norway, December 2-4, 2020, Proceedings*

*Critical Issues in Air Transport Economics and Business*

*The Routledge Companion to Air Transport Management*

*Moving Boxes by Air*

The ITF Transport Outlook 2021 provides scenarios for the development of transport demand up to 2050. This edition includes a special focus on the impacts of the Covid-19 pandemic on transport systems, and models potential long-term changes with challenges and opportunities for decarbonisation.

*Virus Outbreaks and Tourism Mobility: Strategies to Counter Global Health Hazards* uses innovative and cutting-edge research to map out the background and impacts of national, regional and international viral outbreaks focusing on new viewpoints to help build effective strategic responses to global health hazards.

This book indicates the shortcomings of

the current international legal system and customary international norms that govern international aviation law to comply with contemporary air transport market realities. As the air transport market develops globally, the safety regime of civil aviation should also be governed and applied globally. In this book, the author departs from current international legal norms to examine the emerging legal field of global administrative law. Through that lens, the possibility of reconstructing the set of legal mechanisms that govern domestic and international administrative interaction in the global field of aviation safety is explored. This book demonstrates that a legal system is never complete but always develops in tandem with changing needs, i.e. the participation of the affected parties. Exploring the principles of GAL theory contributes to addressing the contemporary legal issues relating to state compliance with international aviation safety standards that would otherwise not be covered by customary international law. In particular, the principles of GAL

theory regarding global governance and the 'public' character of global regulations, the role of individuals and states in global governance, and state sovereignty are considered valuable contributions to contemporary global aviation safety issues in practice. It is asserted in this book that proper checks and balances in global aviation safety can be improved by making these accessible to individuals by way of national courts. Finally, establishing public awareness of global aviation safety standards will eventually create greater pressure on states to implement and enforce them. This book is in an area increasing academic and research interest of practitioners of public international aviation law, global administrative law, global governance, and global aviation safety, global air transport market regulations. Air cargo is a key element of the global supply chain. It allows outsourcing of manufacturing to other countries and links production in both multinational and smaller enterprises. It has also been the most important



driver of certain export industries in countries such as South Africa, Kenya and Chile. As a component of the air transport industry, air cargo makes the crucial difference between profit and loss on many long-haul routes. For some network combination carriers it accounts for up to half of total tonne-kms flown, and as much as one quarter of total revenue. In addition, the integrated carriers such as DHL, FedEx and TNT have their own fleets of dedicated freighter aircraft, and cargo aircraft operators like Cargolux and Nippon Cargo have a specialist role in the industry. Featuring expert analysis and worked examples to enhance understanding, *Moving Boxes by Air* by Peter Morrell offers a comprehensive and up-to-date guide to the business and practices of air cargo, with a chapter dedicated to each key issue, such as: current trends, market characteristics, regulation, airport terminal operations, pricing and revenues, and environmental impacts. *The New Normal*  
*The Economics of International Air Cargo*

Virus Outbreaks and Tourism Mobility

Air Transportation Professionals

AIR Freight Market Analysis

Economic Conflict and Competition

**Aviation is one of the most widely talked about industries in the global economy and yet airlines continue to present an enigma. Between 2010 and 2018 the global airline industry experienced its longest period of sustained profitability; however, huge global profits hid a darker side. Many airlines made inadequate profits or serious losses while others collapsed entirely. This fifth edition of Flying Off Course explains why. Written by leading industry expert, Rigas Doganis, this book is an indispensable guide to the inner workings of this exciting industry. Providing a complete, practical introduction to the fundamentals of airline economics and marketing, it explores the structure of the market, the nature of airline costs, issues around pricing and demand, and the latest developments in e-commerce. Vibrant examples are drawn from passenger, charter and freight airlines to provide a dynamic view of the entire industry. This**

**completely updated edition also explores the sweeping changes that have affected airlines in recent years. It includes much new material on airline alliances, long-haul low-cost airlines, new pricing policies and ancillary revenues in order to present a compelling account of the current state of the airline industry.**

**Offering a practical approach and peppered with real examples, this book will be valuable to anyone new to the airline industry as well as those wishing to gain a wider insight into its operations and economics. For undergraduate or postgraduate students in transport studies, tourism and business the book provides a unique insider's view into the workings of this exciting industry.**

**When predicting the future of air traffic development, it is imperative for researchers and planners to have the most accurate information about airport capacity constraints. Airport capacity constraints and strategies for mitigation: A global perspective analyses airport capacity constraints with empirical methods that forecast future capacities and capacity shortfalls. The book discusses in detail the importance of**

**airport capacity constraints on air traffic development, especially for international hubs, along with mitigation strategies for already congested airports. It analyses empirical data to provide greater insight into the problems of airport congestion and capacity shortage. The authors present detailed global traffic forecasts for the years 2030 and 2040, and mitigation strategies for overcoming the problem of limited airport capacity. As expanding current airports becomes increasingly difficult, and time consuming - especially for hubs - the study of current and future airport capacity constraints becomes ever more needed. This book provides detailed information about how to correctly assess and quantify the problem of limited airport capacity, while offering strategies for overcoming these issues for a healthy global air traffic network. Focuses on airport capacity constraints in the global air traffic network and their implications for the future of air traffic development Features empirical and model-based approaches that forecast airport capacities and capacity shortcomings Provides over capacity**

**mitigation strategies based on sound and reliable data and methodology**  
**Addresses capacity constraints at hub airports, providing insight into how to correctly assess and quantify limited capacity for these important players in the global air transportation network**  
**Applies econometric models for the implication of restraining factors on the future volume and structure of air traffic**  
**In the 21st century, digital technologies have become an indispensable part of our lives due to the speed and convenience they provide. The digitalization trend has accelerated after the initial outbreak of the COVID-19 pandemic. Many businesses are taking measures to adapt and do business in a world where everything from teamwork, teaching, sales, and customer service is done remotely. Aviation companies, hit particularly hard by the pandemic due to huge declines in passenger and freight demand, must focus on the use of digital technologies to regain organizational success. Digitalization and the Impacts of COVID-19 on the Aviation Industry presents the relationship between the aviation industry and digitalization. It**

**studies the effects of digitalization and the COVID-19 pandemic on the aviation industry. This publication offers both empirical and theoretical information to analyze the future of the aviation industry. Covering topics such as aviation education, corporate communication, and marketing challenges, this book is an essential resource for researchers, academicians, students and educators of higher education, government officials, leaders in the aviation industry, marketing managers, and communications specialists.**

**The Economics of International Airline Transport provides a complete analysis of the economics of international air transportation by presenting research on the costs borne by air transportation companies due to pollution regulation in Europe, Australia and New Zealand.**

**Global Logistics**

**The Global Airline Industry**

**Airline Marketing and Management**

**Flying Off Course**

**Basic Information on Dangerous Goods Handling**

**Proceedings of the 2nd Interdisciplinary**

## **Conference on Production Logistics and Traffic 2015**

**The Routledge Companion to Air Transport Management provides a comprehensive, up-to-date review of air transport management research and literature. This exciting new handbook provides a unique repository of current knowledge and critical debate with an international focus, considering both developed and emerging markets, and covering key sectors of the air transport industry. The companion consists of 25 chapters that are written by 39 leading researchers, scholars and industry experts based at universities, research institutes, and air transport companies and organisations in 12 different countries in Africa, Asia-Pacific, Europe and North America to provide a definitive, trustworthy resource. The international team of contributors have proven experience of research and publication in their specialist areas, and contribute to this companion by drawing upon research published mainly in academic, industry and government sources. This seminal companion is a vital resource for researchers, scholars and students of air transport management. It is organised into three parts: current state of the air transport sectors (Part I); application of management disciplines to airlines and**

**airports (Part II); and key selected themes (Part III).**

**The ITF Transport Outlook 2013 presents and discusses global scenarios concerning the development of transport volumes through 2050. The analysis highlights the impact of alternative economic growth scenarios on passenger and freight flows and the consequences of rapid urbanisation outside the OECD.**

**The ITF Transport Outlook provides an overview of recent trends and near-term prospects for the transport sector at a global level as well as long-term prospects for transport demand to 2050. The analysis covers freight (maritime, air, surface) and passenger transport (car, rail, air) as well ... 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.**

**Airline Economics and Marketing**

**In the Case of China Southern Airlines**

**Strategies to Counter Global Health Hazards**

**Airport Marketing**

**IATA Ground Operations Manual (IGOM)**

**Funding Transport**

This accessible, up-to-date, comprehensive, and in-depth textbook introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. It applies principles of marketing within the airport industry, and examines airport marketing and its environment, how to define and measure the market for airport services, airport strategic marketing planning and individual elements of the airport marketing mix (product, price, distribution and promotion). The book integrates key elements of marketing theory with airport marketing in practice. Each chapter contains extensive industry examples for different types of airports from around the world to build on the theoretical base of the subject and show real-life applications. This new second edition has been updated to include: New

and expanded content on branding and the passenger experience, marketing partnerships, engagement marketing and customer relationship management. Three brand new chapters on digital marketing, marketing for a more sustainable future, and crisis communications and marketing, in light of the Covid-19 pandemic. New, global case studies and examples throughout. This comprehensive textbook written by two airport marketing experts will be essential reading for air transport students and future managers.

The ITF Transport Outlook examines the development of global transport volumes and related CO2 emissions and health impacts through to 2050.

This book offers complete coverage of logistics, examining modes, general issues, logistics in specific regions, free-trade zones, innovations in international logistics, case studies and a look at the future.

A Practical Career Guide

ITF Transport Outlook 2013 Funding Transport  
WOW and SkyTeam Cargo: An In-depth Analysis of  
Strategic Alliances for Air Cargo Carriers and The  
Impact on Cargo Airlines ' Operations and Success  
Industries Without Smokestacks

A Global Perspective

Designing for Digital Transformation. Co-Creating  
Services with Citizens and Industry