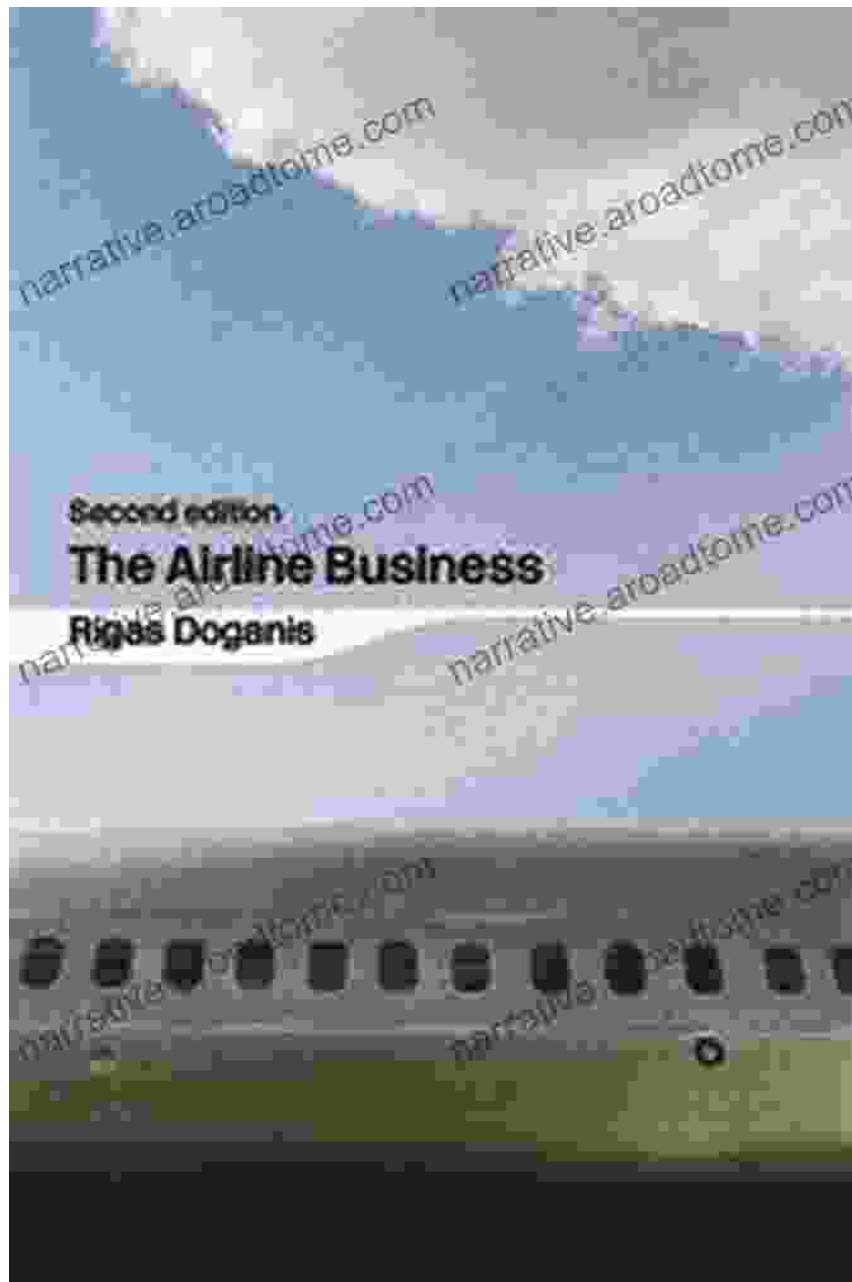


The Airline Business: A Guide to the Industry



The Airline Business by Rigas Doganis

★★★★☆ 4.6 out of 5

Language : English

File size : 1028 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled
Print length : 322 pages



By Rigas Doganis

The airline industry is a complex and fascinating one. It is a global industry that plays a vital role in the world economy. Airlines transport people and goods around the world, and they are essential for tourism and trade.

The Airline Business is the definitive guide to the airline industry. It provides a comprehensive overview of the industry, from its history and structure to its operations and marketing strategies. The book is written by Rigas Doganis, a leading expert on the airline industry.

The Airline Business is essential reading for anyone who wants to understand the airline industry. It is a valuable resource for students, researchers, and industry professionals.

Table of Contents

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- The History of the Airline Industry
- The Structure of the Airline Industry
- The Operations of the Airline Industry
- The Marketing Strategies of the Airline Industry
- The Future of the Airline Industry

About the Author

Rigas Doganis is a leading expert on the airline industry. He has worked in the industry for over 30 years, and he has held senior positions at several major airlines. Doganis is currently a professor at the University of California, Berkeley.

Reviews

"The Airline Business is the definitive guide to the airline industry. It is a comprehensive and authoritative work that provides a deep understanding of the industry's history, structure, operations, and marketing strategies." -

Professor John Kasarda, University of North Carolina at Chapel Hill

"The Airline Business is a must-read for anyone who wants to understand the airline industry. It is a valuable resource for students, researchers, and industry professionals." -

Professor David Gillen, University of California, Berkeley

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