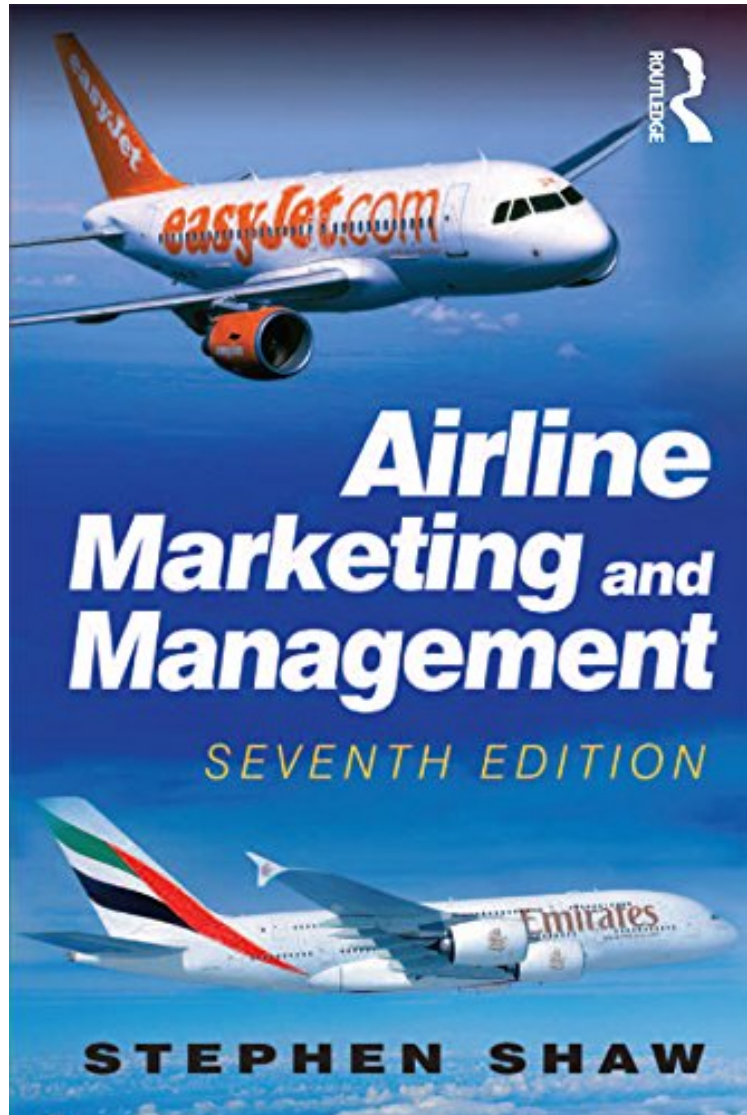


Airline Marketing and Management

Stephen Shaw

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Stephen Shaw : Airline Marketing and Management before purchasing it in order to gauge whether or not it would be worth my time, and all praised Airline Marketing and Management:

0 of 0 people found the following review helpful. Interesting introductory text
By Rui Francisco
As a management consultant doing his first project in the Airline industry I researched some books with the objective of finding one that not only could give me a good business overview but that also covered some specific topics in which I was interested (e.g., Revenue Management and Distribution Channels). The book does a good job providing the overall picture of the business industry, always giving concrete and interesting examples of what is happening in the market. The book is well structured and covers the basic necessary topics in airline management. The book does not however go into a deep

level of detail in each of the topics, and sometimes the author doesn't follow a very clear and sharp storyline. As the book doesn't go too deep on each topic, after some months working in the industry, a person will be familiar with most of what the book talks about. The conclusion is that the book serves well for a person initiating in this industry and that needs a broad understanding on a set of different topics without going into much unnecessary detail. This is exactly its purpose. 0 of 0 people found the following review helpful. Perfect reading material for the beginners

By P.G.Ramakrishnan
Thanks to Stephen Shaw for sharing his intensive research and study on the aviation industry through his seventh edition of the *Airline Marketing and Management* publication. A very useful and informative text which will be highly recommended to airline professionals as well as to students in management. I personally enjoyed reading the text as it provided me with a vast variety of attributes which had helped me to gain a lot about the industry. The author should have added questions at the end of each chapter that would have facilitated in our research.

0 of 0 people found the following review helpful. Insightful and Inspiring *Airline Marketing Book*

By Ersin Eker
Stephen Shaw's book covers almost all the framework of airline management and marketing under 300 pages. Being a strategic planning practitioner with an engineering background, I found this book quite revealing the airline marketing details and inspiring and guiding in the sense of putting airline management in perspective. Managers lacking the insight into the real differences between consumers and customers, for instance, may easily be misguided and target consumers as their customers without digesting the artful coverage of this book and start off on the wrong track from the very beginning. The book details out the airline marketing in eleven chapters. Almost all of them provide unique coverage of marketing and management from the standpoint of an airline, and this is a feature that you can't obtain by generic or general purpose marketing and management books. I believe this is a book very much worthwhile reading.

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.

'Overall, with the textual changes made and topics added, Shaw has ensured the latest edition of his book remains one of the leading textbooks on airline management and product planning.' --Airlines, e-zine issue 53

About the Author
Stephen Shaw is Managing Director of SSA Ltd, UK, a firm specialising in providing courses in marketing and economics to airlines and aerospace firms, located at Chinnor, Oxford, England.