

Airline Marketing and Management

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Airline Marketing and Management Stephen Shaw,1985 Fundamentals of Airline Marketing Scott Ambrose, Blaise Waguespack, 2021-05-27 Applying fundamentals of marketing to commercial passenger air transportation this textbook puts the emphasis on marketing principles and illustrative ways in which airlines can distinguish themselves within the highly competitive global marketplace Fundamentals of Airline Marketing begins with a survey of current airline business strategies and the macro forces that have shaped the airline industry in the past and will continue to do so in the future The growing importance of technology is discussed both from the perspective of better understanding customer needs and engaging more effectively with them The central role of the customer is explored through the lens of modern segmentation and branding approaches Coverage then shifts to the tactical decision areas consisting of the 4Ps product place promotion and price in which marketers shape and execute their strategies The book concludes with a focus on executing marketing initiatives internally through customer facing employee groups and externally through the measurement and management of the customer experience Fundamentals of Airline Marketing is an accessible textbook on the fundamentals of marketing for commercial passenger air transportation chronicles the marketing innovations and controversies that have been central to the historic shift in airline fortunes demonstrates how airline decisions fit within the fundamentals of marketing and how the marketplace is continuing to evolve provides a bridge between key marketing principles and their specific application to the airline industry in each chapter This textbook is written primarily for undergraduate college students enrolled in aviation business administration programs and related courses It will also serve as an accessible primer on airline marketing for industry professionals not presently working in marketing and for frontline airline employees seeking to learn more about marketing Airline Marketing and Management Stephen Shaw, 2007 Through five previous editions Airline Marketing and Management by Stephen Shaw has established itself as the preferred textbook for students of the principles of marketing and their application in today s airline industry as well as a reliable reference work for those with a professional interest in the area Carefully revised the sixth edition of this internationally successful book includes new material on the impact of the Trade Cycle and the current period of high oil prices on the demand for air travel the effect of current trends towards regulatory reform and the relaxation of Ownership and Control rules on the structure of the international airline industry the continuing strong impact of Low Cost Carriers and the strategic options open to so called Legacy airlines as they respond to

the challenges facing them and the setting up of new Business Class Only airlines Why are they appearing now and what are their long term chances of success An initial review of the structure of the air transport market and the industry marketing environment is followed by detailed chapters examining airline business and marketing strategies product design and management pricing and revenue management current and possible 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 the knowledge obtained regarding the significant strategic challenges facing aviation at the present time 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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