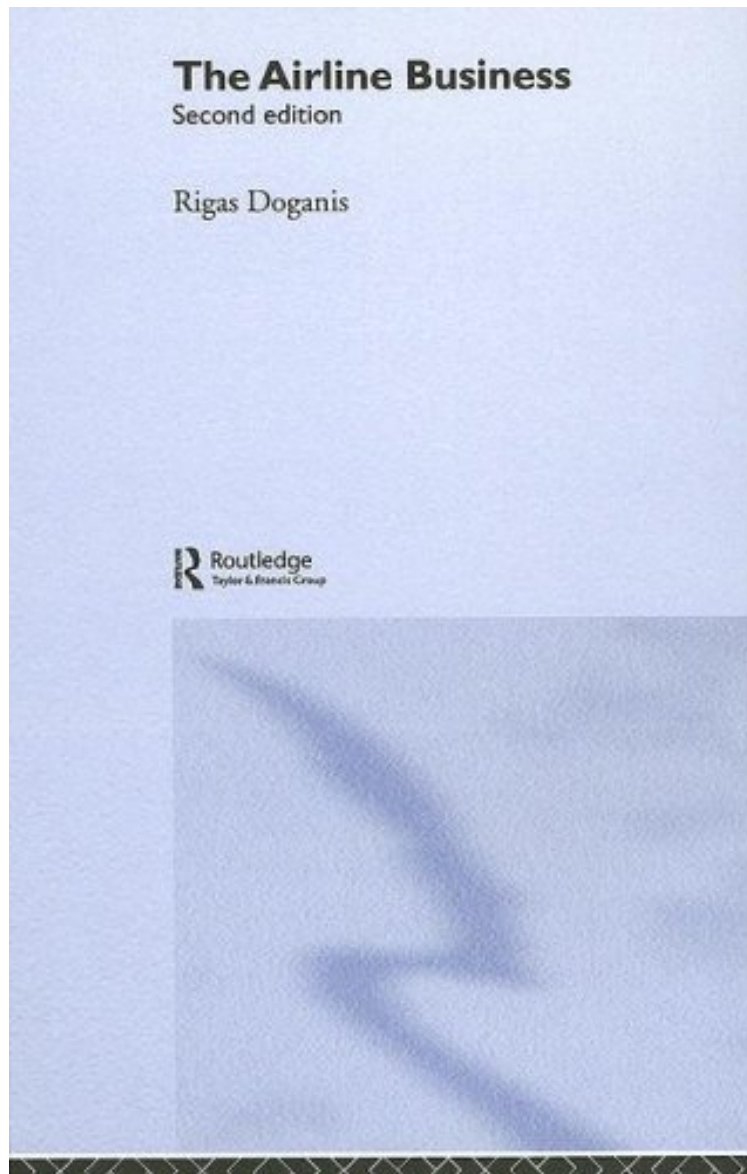


The Airline Business

Rigas Doganis

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Rigas Doganis : The Airline Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Airline Business:

0 of 0 people found the following review helpful. A concise summary of the past 20+ years By maverick Good for those who want to understand the business strategy, competitive landscape, and governance framework of airlines. A very broad coverage of this industry using aviation languages. Although it is a bit outdated (e.g. e-commerce vs. mobile), surprisingly IATA is still pursuing some of the agenda such as customer experience and check-in automation. Whilst

this book contains a lot of real life cases and industry chronology which allow a throughout understanding of many aspects of the industry, e.g. Network, Alliance, Revenue / Cost, Product and Service, be prepared to digest a lot of information from a novel-like content (which could have been presented in a more analytical context). 6 of 6 people found the following review helpful. Interesting and Informative

By Elijah Chingosho Rigas Doganis is one of the most well known serious authors on the air transport business. His seminal work on airline economics "Flying Off Course: the Economics of International Airlines" has been an indispensable guide and reference to managers, practitioners, students and other stakeholders of the air transport business since the early 1980s. Doganis has established himself as a guru in the aviation industry and has added other important books including "The Airline Business in the 21st Century" and "The Airports Business", all of which have been very useful additions to my library and are excellent sources of critical information pertaining to the fascinating airline industry. "The Airline Business" is a timely book that delves into the latest challenges that the airline industry has been grappling with through the deep recession and crisis of the first four to five years of the new millennium. In addition to the events of 9/11, the continued threat of terrorism, the SARS epidemic and the second Iraq War and other challenges, the industry is currently mired in the problem of ever escalating fuel prices. This book provides readers with important insights into the impact of the various recent shocks and crisis on the future of the industry. In particular, Doganis explores and explains how the low cost phenomenon, the use of the latest online distribution systems, the impact of continued liberalisation and globalization, the major airline alliance groupings and consolidation of the industry will affect the airline business model. This is a well written book that should be a valuable reference book for all practitioners, managers and other stakeholders of the air transport business.

2 of 2 people found the following review helpful. "Bible"

By Santrucek Bohuslav Excellent book by excellent and professional author. This book should be the "Bible" for everyone in airline business. I am looking forward to next (updated) issue (if not mistaken it will be 4th edition ?) after airline earthquake in years 2008 /9 which probably completely change this "glorious" but difficult industry.

The airline industry is currently faced with its longest and deepest crisis to date: many airlines are losing hundred of millions of US dollars, several have collapsed entirely and others have been rescued by their governments. This crisis has been precipitated by external shocks such as the attack on the Twin Towers in New York, the invasion of Iraq and the SARS epidemic. In addition, the effect of these events has been exacerbated by dynamic and potentially destabilizing internal developments. Comprehensive and thorough, this revealing book gives a detailed analysis of the crucial events and key developments which have impacted, and will continue to impact on the dynamics of the airline industry. Special attention is paid to: the key challenges faced by the airlines such as continued liberalization and "open skies"; the impacts of global alliances; new low-cost and no-frills carriers; on-line selling and distribution; privatization; the impact of disasters. Leading industry authority Rigas Doganis examines the future prospects for the changing airline business and assesses alternative policies which could help the sector adapt to the shifting marketplace. Ideal for students, researchers and professionals in the fields of economics and business, industry and transportation studies, this second edition of his definitive book brings the story right up to date.

About the Author
Consultant to the airline industry