



Airline Business in the 21st Century

Rigas Doganis

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Airline Business in the 21st Century Rigas Doganis

This book focuses on the major issues that will affect the airline industry in this new millennium. It tells of an industry working on low margins and of cut-throat competition resulting from 'open skies'. Among the issues discussed are:

- * the low-cost airline
- * the impact of electronic commerce
- * the debate on global airline alliances
- * privatizing state-owned airlines
- * the creation of a Trans Atlantic Common Aviation area

Most importantly, the book carefully analyzes the strategies that are needed for airlines to succeed in the twenty-first century. This is essential reading for anyone interested in aviation.

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