



Flight Catering

Peter Jones

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The airline industry is a vast international business that is central to world economies. In today's environment, it faces many challenges and a tight operational strategy is vital to survive.

In-flight catering is a central part of these strategies at all levels: be they customer satisfaction, marketing, operations or logistics. Fully endorsed by the International Flight Catering Association, Flight Catering is an authoritative guide to this specialised and vital area on the catering industry. With an international team of contributions from both academia and industry it provides a user friendly guide, taking the reader through every aspect from marketing and on board service, to cost control and logistics.

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