



Airline Business in the 21st Century

By Rigas Doganis

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Airline Business in the 21st Century By 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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Editorial Review

Review

'If you have an interest in the future of the airline industry, then I recommend that you read this book. The insight of an expert such as Rigas Doganis is not just invaluable, it is indispensable.' - Micheal O'Leary, Chief Executive, Ryanair

'This book will be useful for those working in the industry but also on a wider scale to anyone interested in aviation especially in the wake of the crisis which has hit European airlines in the latter half of 2001.' - European Access Plus

About the Author

Rigas Doganis is an airline and airport consultant. He is also Visiting Professor at the College of Aeronautics, Cranfield University and former Chairman/CEO of Olympic in Athens. He is the author of *The Airport Business* and *Flying off Course*, also published by Routledge.

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