

Airline Business in the 21st Century

The Airline Business in
the Twenty-first Century

Rigas Doganis



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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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