



Flying Off Course Third Edition

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In the years since the first edition of *Flying Off Course* appeared, the international airline industry has changed dramatically. Deregulation has become widespread and has brought with it new operating practices and management concepts. This revised and updated edition reflects these changes. Key aspects of the industry are expertly analyzed including issues such as:

- * the factors affecting airline costs
- * the problems of pricing
- * airline marketing and product planning
- * the impact of United States deregulation
- * European air transport after 1992
- * the crisis in airfreight; and the economics of charters.

Flying Off Course provides a fascinating and topical insight into the working of international transport as seen from an economist's viewpoint and will be a key text for those involved in the field.

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