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Altri autori (Persone)	BilligBruce G
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Nota di contenuto	1. Historical perspective -- 2. Supply and demand for air transportation -- 3. Route structure -- 4. Product offering -- 5. Flight schedule development and control -- 6. Economics and finance -- 7. Pricing and revenue management -- 8. Distribution -- 9. International air transportation and public policy -- 10. Looking ahead.
Sommario/riassunto	Airline Operations and Management: A Management Textbook is a survey of the airline industry, mostly from a managerial perspective. It integrates and applies the fundamentals of several management disciplines, particularly economics, operations, marketing and finance, in developing the overview of the industry. The focus is on tactical, rather than strategic, management that is specialized or unique to the airline industry. The primary audiences for this textbook are both senior and graduate students of airline management, but it should also be useful to entry and junior level airline managers and professionals seeking to expand their knowledge of the industry beyond their own functional area.