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Assumptions; 5.2 Total Market and Peer Group; 5.3 WOW and SkyTeam Cargo; 5.3.1 WOW Alliance; 5.3.2 SkyTeam Cargo; 5.4 Comparison WOW and SkyTeam Cargo; 6 Conclusion and Further Research Opportunities; 6.1 Summary; 6.2 Further Research Opportunities; References

Sommario/riassunto

Hauptbeschreibung In the airline industry, the formation of highly integrated strategic alliances started during the 1990's. Thereby, Star Alliance became the first global player when passenger airlines faced deregulation, and wanted to support their growth and expansion in international markets. For cargo companies, this type of integration came around later, namely in the beginning of 2000. As a result of the increased co-operation, major alliances were formed with the launch of SkyTeam Cargo and WOW. In the dawn of the new century, these alliances should lay the cornerstone for the achiev
