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Sommario/riassunto	The main purpose of this study is to investigate how Public Relations are currently used as a communication tool within the UK budget airline industry, and how the student segment in the UK corresponds to these measures. To gain a holistic understanding of the topic, facts on the UK air transport market are introduced briefly, with a special regard to the two leading budget airlines, Ryanair and EasyJet. Furthermore, the importance of PR for the airline industry is assessed by the conducted field research. Auszug aus dem Text Text Sample: Chapter 3.2, Research Method:<

