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| Nota di contenuto       | 1. Sustainable Aviation – An Introduction -- 2. Technology Assessment for Sustainable Aviation -- 3. Perceptions of Flight Shame and Consumer Segments in Switzerland -- 4. Intermezzo: Considerations on the interdependence of technology, consumer behaviour change and policy interventions to achieve sustainable aviation -- 5. Introducing Sustainable Aviation Strategies -- 6. Airline Perspective -- 7. Controlling, guiding and assisting: The role of airports in the transition towards environmentally sustainable aviation -- 8. The Role of Public Policy -- 9. Towards sustainable aviation – Implications for Practice.<br>196170142 11191 75 52241. |

## Sommario/riassunto

This book analyses from a management perspective how the aviation industry can achieve a sustainability transformation in order to reach the Paris climate targets for 2050 and provides various strategic and operational recommendations in this regard. It examines various elements of the aviation system exhaustively, including technologies, consumers, airlines, airports and policies, from both short- and long-term standpoints. Specific questions and contradictions, as well as concrete options for taking action, are presented. It also includes numerous practical case studies, which will help practitioners transfer the concepts into their everyday work. The book is aimed at a broad, professional audience consisting of managers, politicians and regulators, but also at advanced students engaged in academic and professional education.

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