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Altri autori (Persone)	O'ConnellJohn F <1963-> (John Frankie) WilliamsGeorge <1948->
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Sommario/riassunto	This book reviews current trends in the airline industry and its related suppliers, providing an insight into the forces that are changing its dynamics. It examines the factors reshaping the industry's structure with a view to identifying the key issues whose impact will be critical in the future. With contributions from senior industry executives and academics, the objective is to evaluate the core competencies that are determining the current shape of the industry and examine the forces that will change its direction.