

| | |
|-------------------------|--|
| 1. Record Nr. | UNINA9910783450303321 |
| Autore | Doganis Rigas. |
| Titolo | The airline business // Rigas Doganis |
| Pubbl/distr/stampa | London ; ; New York : , : Routledge, , 2006 |
| ISBN | 1-134-28101-3 9780415346142 1-134-28102-1 1-280-24759-2 9786610247592 0-203-59680-3 |
| Edizione | [2nd ed.] |
| Descrizione fisica | 1 online resource (320 p.) |
| Classificazione | 83.67 |
| Altri autori (Persone) | DoganisRigas |
| Disciplina | 387.7/09/0511 |
| Soggetti | Airlines Airlines - Management |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Rev. ed. of: The airline business in the twenty-first century. 2001. |
| Nota di bibliografia | Includes bibliographical references (p. [297]-301) and index. |
| Nota di contenuto | Beyond the crisis : trends and challenges -- Towards 'open skies' -- Beyond 'open skies' -- Alliances : a response to uncertainty or an economic necessity? -- Labour is the key -- The low-cost revolution -- E-commerce@airlines.co -- State-owned airlines : a dying species or a suitable case for treatment? -- Strategies for survival in the twenty-first century. Beyond the crisis : trends and challenges -- Towards "open skies" -- Beyond "open skies" -- Alliances : a response to uncertainty or an economic necessity? -- Labour is the key -- The "low-cost" revolution -- E-commerce@airlines.co -- State-owned airlines : a dying breed or a suitable case for treatment? -- Strategies for survival in the 21st century. |
| Sommario/riassunto | The airline industry is currently faced with its longest and deepest crisis to date: many airlines are losing hundred of millions of US dollars, several have collapsed entirely and others have been rescued by their governments. This crisis has been precipitated by external shocks such as the attack on the Twin Towers in New York, the invasion of Iraq and the SARS epidemic. In addition, the effect of these events has been |

exacerbated by dynamic and potentially destabilizing internal developments. Comprehensive and thorough, this revealing book gives a detailed analysis of the c
