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19 Consolidation in the air transport industry and antitrust enforcement in Europe

20 Regulatory constraints in Europe or "how free are you?" 21 Essential airline marketing strategies; 22 Major challenges for the future of the air transport sector; Index

Sommario/riassunto

This book offers material for strategic thinking featuring contributions from key figures in Europe, the US and Asia. The focus of the book expands from economic to legal issues, bankruptcy and safety and security. The carefully selected papers offer a thorough and structured analysis of major current developments in the air transport industry. Fully up to date, topics covered include competitive strength, capacity utilisation and risk. The most likely future scenarios are more or less known. Only, the timeframe remains uncertain. The speed at which the various market players i
