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Autore	Taneja Nawal K.
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Sommario/riassunto

The global airline industry, facing significant changes and discontinuity is prompted and forced to deal with a "new normal." Who would have imagined a few years ago that:- a significant percentage of consumers in the US now prefer to fly low-cost airlines instead of full-service airlines because they perceive the product to be better,- airlines would generate up to a third of their total income from non-ticket revenue,- many low-cost airlines would add complexity to their original simple business models through the development of code-share agreements, the use of global distribution systems
