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Nota di contenuto	The Global Airline Industry; Contents; Notes on Contributors; List of Contributors; Series Preface; Acknowledgments; Chapter1: Introduction and Overview; 1.1 Introduction: The Global Airline Industry; 1.1.1 Deregulation and Liberalization Worldwide; 1.1.2 Industry Evolution Since 2000; 1.1.2.1 Impact of Low-Cost Carriers Worldwide; 1.1.2.2 Emerging Global Airlines; 1.2 Overview of Chapters; References; Chapter2: The International Institutional and Regulatory Environment; 2.1 Introduction; 2.2 Background on the International Regulatory Environment; 2.2.1 The Chicago Convention 2.2.2 Freedoms of the Air2.3 Airline Privatization and International Economic Regulation; 2.3.1 Airline Privatization; 2.3.2 Types and Critical Aspects of Air Service Agreements; 2.3.3 Typical Content of Bilateral and Multilateral ASAs; 2.3.4 The Unified EU Market and Other Major Developments; 2.3.5 The Role of Airline Alliances; 2.4 Airports; 2.4.1 Restrictions on Airport Access; 2.4.2 Airport Ownership and Management; 2.5 Air Traffic Management; 2.6 Key Organizations and Their Roles; 2.6.1 International Organizations; 2.6.2 Organizations in the United States; 2.7 Summary and Conclusions ReferencesChapter3: Overview of Airline Economics, Markets and Demand; 3.1 Airline Terminology and Definitions; 3.1.1 Basic Airline

Profit Equation; 3.2 Air Transportation Markets; 3.2.1 Typical Air Passenger Trip; 3.2.2 Spatial Definitions of Airline Markets; 3.3 Origin-Destination Market Demand; 3.3.1 Dichotomy of Airline Demand and Supply; 3.3.2 Factors Affecting Volume of O-D Demand; 3.3.3 Quality of Service Factors; 3.3.4 Total Trip Time and Frequency; 3.4 Air Travel Demand Models; 3.4.1 Elasticity of Air Travel Demand; 3.4.2 Air Travel Demand Segments; 3.4.3 O-D Market Demand Functions
3.5 Airline Competition and Market Share
3.5.1 Market Share/Frequency Share Model; 3.5.2 "S-Curve" Model Formulation; 3.5.3 Quality of Service Index (QSI) Models; 3.6 Summary; References; Chapter 4: Airline Pricing Theory and Practice; 4.1 Airline Prices and O-D Markets; 4.1.1 Regulated versus Liberalized Pricing; 4.1.2 Theoretical Pricing Strategies; 4.1.2.1 Cost-Based Airline Pricing; 4.1.2.2 Demand-Based Pricing; 4.1.2.3 Service-Based Pricing; 4.1.3 Price Discrimination versus Product Differentiation; 4.2 Differential Pricing; 4.2.1 Market Segmentation; 4.2.2 Fare Product Restrictions
4.2.3 Airline Fare Structures
4.2.3.1 Restricted Fare Structures; 4.2.3.2 Simplified and Less Restricted Fares; 4.3 Recent Trends in Airline Pricing; 4.3.1 Branded Fare Families; 4.3.2 Unbundling and Ancillary Revenues; 4.4 Airline Pricing Strategies; 4.4.1 Factors Affecting Fare Structure in an O-D Market; 4.4.2 Competitive Fare Matching; References; Chapter 5: Airline Revenue Management; 5.1 Computerized Revenue Management Systems; 5.2 Flight Overbooking; 5.3 EMSR Model for Flight Leg Revenue Optimization; 5.4 Network Revenue Management; 5.4.1 O-D Control Mechanisms
5.4.1.1 Displacement-Adjusted Virtual Nesting (DAVN)

Sommario/riassunto

"Extensively revised and updated edition of the bestselling textbook, provides an overview of recent global airline industry evolution and future challenges Examines the perspectives of the many stakeholders in the global airline industry, including airlines, airports, air traffic services, governments, labor unions, in addition to passengers Describes how these different players have contributed to the evolution of competition in the global airline industry, and the implications for its future evolution Includes many facets of the airline industry not covered elsewhere in any single book, for example, safety and security, labor relations and environmental impacts of aviation Highlights recent developments such as changing airline business models, growth of emerging airlines, plans for modernizing air traffic management, and opportunities offered by new information technologies for ticket distribution Provides detailed data on airline performance and economics updated through 2013 "--
"The Global Airline Industry, Second Edition provides a comprehensive introduction to the global airline industry"--
