

1. Record Nr.	UNISALENTO991002257509707536
Autore	Parmeggiani, Alberto
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Soggetti	Mathematics Global analysis Differential equations, partial
Lingua di pubblicazione	Inglese
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Autore	Taneja Nawal K.
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Note generali	First published 2010 by Ashgate Publishing.
Nota di contenuto	Cover; Contents; List of Figures; List of Tables; Preface; Foreword by William Ayer; Foreword by Jim Compton; Foreword by Enrique Cueto; Foreword by Hugh Dunleavy; Foreword by Peter Harbison; Foreword by Henry H. Hartevelt; Foreword by Pedro Heilbron; Foreword by James Hogan; Foreword by David V. Jones; Foreword by Bob Jordan; Foreword by Alan Joyce; Foreword by Wolfgang Kurth; Foreword by Andrew Lobbenberg; Foreword by Samer Majali; Foreword by Hussein Massoud; Foreword by Robert McGeorge; Foreword by Gary R. Scott; Foreword by Robert Solomon; Foreword by Andrew B. Steinberg Foreword by Junku YuhAcknowledgements; 1 Outlining the Chaos, Evolving Strategies, and the New Normal; 2 Learning from Other Struggles: The Auto Industry; 3 Learning from Other Successes: The

Customer Experience Industry; 4 Innovating around Airline Realities; 5 Firing on All Cylinders to Stay Ahead; 6 Viewing the Changing World Map; 7 Flying with Tailwinds against Headwinds; Index; About the Author

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
