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# Airline Marketing And Management



## Synopsis

Through six previous editions, *Airline Marketing and Management* has established itself as the leading textbook for students of marketing and its application to today's airline industry, as well as a reference work for those with a professional interest in the area. Carefully revised, the seventh edition of this internationally successful book examines an exceptionally turbulent period for the industry. It features new material on:

- Changes in customer needs, particularly regarding more business travellers choosing - or being forced - to travel economy, and analysis of the bankruptcy of 'All Business Class' airlines.
- An explanation of the US/EU 'Open Skies' agreement and analysis of its impact.
- The increase in alliance activity and completion of several recent mergers, and the marketing advantages and disadvantages that have resulted.
- Product adjustments that airlines must make to adapt to changes in the marketing environment, such as schedule re-adjustments and the reconfiguration of aircraft cabins.
- Changes in pricing philosophies, with, for example, airlines moving to 'A La Carte' pricing, whereby baggage, catering and priority boarding are paid for as extras.
- Airline websites and their role as both a selling and distributing tool.
- The future of airline marketing.

A review of the structure of the air transport market and the marketing environment is followed by detailed chapters examining business and marketing strategies, product design and management, pricing and revenue management, current and future distribution channels, and selling, advertising and promotional policies. The reader will benefit from greater understanding of both marketing and airline industry jargon and from knowledge obtained regarding the extraordinary strategic challenges now facing aviation. Written in a straightforward, easy-to-read style and combining up-to-date and relevant examples drawn from the worldwide aviation industry, this new edition will further enhance the book's reputation for providing the ideal introduction to the subject.

## Book Information

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## Customer Reviews

As a management consultant doing his first project in the Airline industry I researched some books with the objective of finding one that not only could give me a good business overview but that also covered some specific topics in which I was interested (e.g., Revenue Management and Distribution Channels). The book does a good job providing the overall picture of the business industry, always giving concrete and interesting examples of what is happening in the market. The book is well structured and covers the basic necessary topics in airline management. The book does not however go into a deep level of detail in each of the topics, and sometimes the author doesn't follow a very clear and sharp storyline. As the book doesn't go too deep on each topic, after some months working in the industry, a person will be familiar with most of what the book talks about. The conclusion is that the book serves well for a person initiating in this industry and that needs a broad understanding on a set of different topics without going into much unnecessary detail. This is exactly its purpose.

Thanks to Stephen Shaw for sharing his intensive research and study on the aviation industry through his seventh edition of the Airline Marketing and Management publication. A very useful and informative text which will be highly recommended to airline professionals as well as to students in management. I personally enjoyed reading the text as it provided me with a vast variety of attributes which had helped me to gain a lot about the industry. The author should have added questions at the end of each chapter that would have facilitated in our research.

Stephen Shaw's book covers almost all the framework of airline management and marketing under

300 pages. Being a strategic planning practitioner with an engineering background, I found this book quite revealing the airline marketing details and inspiring and guiding in the sense of putting airline management in perspective. Managers lacking the insight into the real differences between consumers and customers, for instance, may easily be misguided and target consumers as their customers without digesting the artful coverage of this book and start off on the wrong track from the very beginning. The book details out the airline marketing in eleven chapters. Almost all of them provide unique coverage of marketing and management from the standpoint of an airline, and this is a feature that you can't obtain by generic or general purpose marketing and management books. I believe this is a book very much worthwhile reading.

The Fourth Edition is an updated and important text for people with whom need basic principles in marketing and management explained as it applies to the airline industry. Airline Marketing and Management is a gem because it carefully breaks down major marketing and promotion concepts all the way down to smaller segments with great examples. This book is a classic. Readers will get an indepth understanding of aviation and, surprisingly, why the airline industry is still in shambles today. It covers the intricacies of product design and development, pricing and revenue management, pricing and revenue management, distribution channels, and selling and advertising policies. Many of the "tried and proven time after time" principles are, for the most part, still ignored by airline managers today. The author is diligent in his effort to examine "time-proven principles." This is a marketing book about the fundamentals. Can't move on until you got them down!

Great book for every travel startup founder

Well explained and very easy to understand!

One of the best books I've read about marketing.

Airline Marketing and Management is a fascinating book about modern marketing and management in airlines. It approaches this interesting subject in a practical and easy-to-follow way. The airline business has many unique features that Stephen Shaw expertly managed to blend with the basic theory and concepts of marketing. This makes the book an excellent introduction to the field of airline marketing and management. The reader is introduced to the principles of marketing and their

practical application in the current highly dynamic and competitive airline environment. Among the important areas I enjoyed the most are product strategies, pricing, distribution and promotion in the industry, regulatory developments, the implications of low cost carriers to the industry and strategic alliances. As a player in the airline industry, I am now knowledgeable about building and managing profitable customer relationships, how to study customer needs and wants, selecting target markets, how to attract, retain and grow customers by providing superior value and satisfaction. I highly recommend this book to those wishing to gain a basic understanding of the airline industry.

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