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Managing Airports 4th Edition: An International Perspective



Synopsis

Managing Airports presents a comprehensive and cutting-edge insight into today's international airport industry. Approaching management topics from a strategic and commercial perspective rather than from an operational and technical angle, the book provides an innovative insight into the processes behind running a successful airport. This 4th edition has been fully revised and updated to reflect the many important developments in the management of airports and issues facing the aviation industry since the 3rd edition. The 4th edition features: New content on: coping with an increasingly volatile and uncertain operating environment, social media and other trends in technology, the evolving airport-airline relationship, responding to sustainability pressures and new security policies. New chapter focused solely on service quality and the passenger experience. This is to reflect the increasing need for airports to offer wide ranging and quality services to their diverse customer base to remain competitive and to achieve high satisfaction levels. Up dated and new international case studies to show recent issues and theory in practice. New case studies on emerging economies such as China, India and Brazil. Accessible and up-to-date, Managing Airports is ideal for students, lecturers and researchers of transport and tourism, and practitioners within the air transport industry.

Book Information

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suppose I'm in class and tutor says go to page 100, really disappointed.

Comprehensive with up to-date information on airports around the worldA must read for those wanting to know more on the aviation industry

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