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Introduction to Air Transport Economics: From Theory to Applications

Bijan Vasigh, Ken Fleming
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Bijan Vasigh, Ken Fleming : Introduction to Air Transport Economics: From Theory to Applications before purchasing it in order to gauge whether or not it would be worth my time, and all praised Introduction to Air Transport Economics: From Theory to Applications:

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Introduction to Air Transport Economics: From Theory to Applications uniquely merges the institutional and technical aspects of the aviation industry with their theoretical economic underpinnings. In one comprehensive textbook it applies economic theory to all aspects of the aviation industry, bringing together the numerous and informative articles and institutional developments that have characterized the field of airline economics in the last two decades as well as adding a number of areas original to an aviation text. Its integrative approach offers a fresh point of view that will find favor with many students of aviation. The book offers a self-contained theory and applications-oriented text for any individual intent on entering the aviation industry as a practicing professional in the management area. It will be of greatest relevance to undergraduate and graduate students interested in obtaining a more complete understanding of the economics of the aviation industry. It will also appeal to many professionals who seek an accessible and practical explanation of the underlying economic forces that shape the industry. The second edition has been extensively updated throughout. It features new coverage of macroeconomics for managers, expanded analysis of modern revenue management and pricing decisions, and also reflects the many significant developments that have occurred since the original's publication. Instructors will find this modernized edition easier to use in class, and suitable to a wider variety of undergraduate or graduate course structures, while industry practitioners and all readers will find it more intuitively organized and more user friendly.

This is a landmark textbook in airline economics as, for the first time, disparate information from various economic disciplines is integrated with key institutional factors that affect the industry. Basic material is presented in an easy-to-read and understand format with plenty of real-world situations. Much of the material in this book cannot be found in other sources. I highly recommend this book.' Darryl Jenkins, Airline Consultant, USA 'This is the book for anyone who wants to know what drives the behavior in air transport markets, of customers, suppliers, the airlines themselves, and even the governments that regulate the industry. Bijan Vasigh, Ken Fleming, and Thomas Tacker showed, in the first edition of this book, that looking at the air transport industry with an economist's perspective gives the reader important insights into many of the issues that make aviation so fascinating. We are given the opportunity to see through the eyes of three distinguished economists, from one of the leading universities specializing in aviation. That opportunity will be well worth taking in this second edition. --Brian Pearce, International Air Transport Association, Switzerland. From the Foreword to the second edition. Comments on the first edition: 'This is a landmark textbook in airline economics as, for the first time, disparate information from various economic disciplines is integrated with key institutional factors that affect the industry. Basic material is presented in an easy-to-read and understand format with plenty of real-world situations. Much of the material in this book cannot be found in other sources. I highly recommend this book.' Darryl Jenkins, Airline Consultant, USA 'This book represents a thorough and comprehensive coverage of the key topics in aviation economics by applying fundamental theories and methods available in microeconomics and industrial organization economics. This book also treats excellently the current policy and strategic issues facing policy makers, airlines, airports and other professionals in aviation. This is a rare book that combines both theory and applications in a very meaningful way. As such, I recommend it very strongly to graduate students, policy makers, managers and researchers in aviation.' Tae H. Oum, Air Transport Research Society (ATRS) and University of British Columbia, Canada 'The aviation industry provides a good backdrop for understanding a variety of economic principals. Introduction to Air Transport Economics offers valuable insight into how the fundamentals of economics apply to aviation. The book covers a broad range of topics from underlying passenger demand to aviation infrastructure. It offers an overview into the dynamic industry environment while using practical industry applications to explain general economic concepts - a great introduction to the world of aviation and explanation for what keeps airlines in the air.' Zane Rowe, Senior Vice President Network Strategy, Continental Airlines 'In helping to establish a new international university with a focus on aviation, I have recently had the opportunity to review many books and materials that might be critical as a resource for our future students. The authors' new book, Introduction to Air Transport Economics, is just such a resource. I was privileged to see this book early on, and I was immediately struck with its scope and timeliness. Most importantly, it provides a look at the industry from the keen perspective of a distinguished economist. So, rather than another survey of industry trends, this book takes rigorous, well established economic principles and applies them to the most important aspects of the international aviation industry. Even in areas such as safety and security, the authors provide clear insight to show how it is economics that drives the successful airlines to adhere to the highest standards of safety and security. I believe that this book will be used by faculties and students, worldwide, in their effort to understand, and then manage, the activities of the aviation industry.' Irwin Price, Dubai Aerospace Enterprise University 'Dr Vasigh has produced a detailed introduction to the subject of airline economics, covering both the theory and its application to the modern air transportation industry. Students and those already engaged in the industry will find this an illuminating guide to an ever more complex business.' --Barry Humphreys, Virgin Atlantic Airways 'Introduction to Air Transport Economics: From Theory to Application provides a comprehensive treatment of the economics of the commercial air transport industry. Written in easy-to-read, jargon-free English, the book first reviews the fundamentals of economics, using air transport examples, to illustrate concepts related to demand, costs, and competition. Specific chapters then cover, again from an economic

perspective, key topic areas, such as the emergence of low cost carriers, international air transport, and aviation infrastructure. The book will be beneficial to those seeking a deeper understanding of the workings of the major players in the air transport industry, including airlines, airports, and aircraft manufacturers. Readers will learn, for example, how airlines use revenue management to maximize their profits or how airlines and airports forecast passenger traffic. Since the book does cover economic principles, it can be read as a standalone text by undergraduates and graduate students with limited backgrounds in economics. Those students with a deeper understanding of economics, at the intermediate level or higher, can read quickly through the principles chapters and delve directly into the airline applications.' Martin Dresner, University of Maryland, USA 'Readers of this book will find sufficient information and economic analyses to help them get an in-depth understanding of the industry and its operations.'

CRNI Issue 4, 2010 The book should come highly recommended; and all students should purchase a copy (including some of those who have already acquired the First Edition, since there is a lot which is new in the second). --

Aerospace, January 2015

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