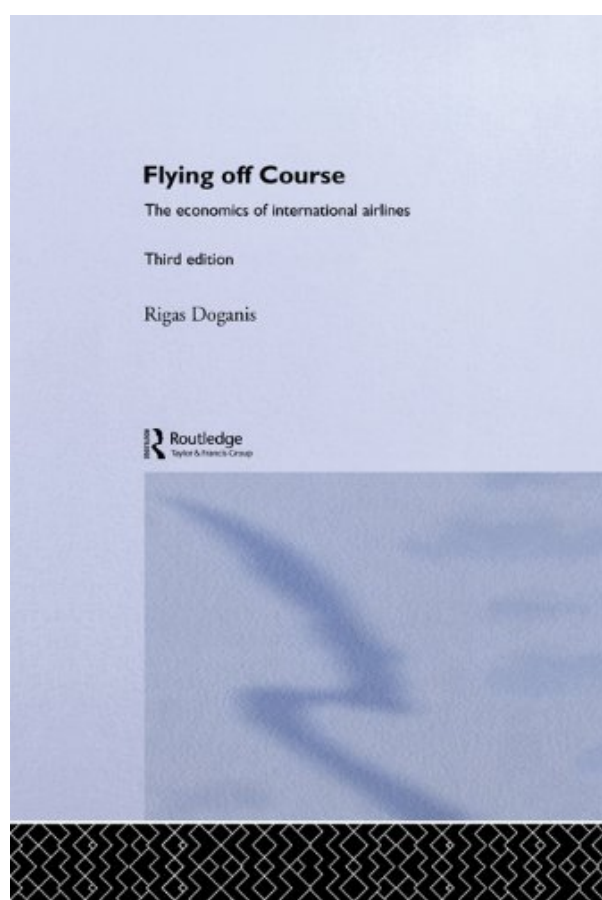
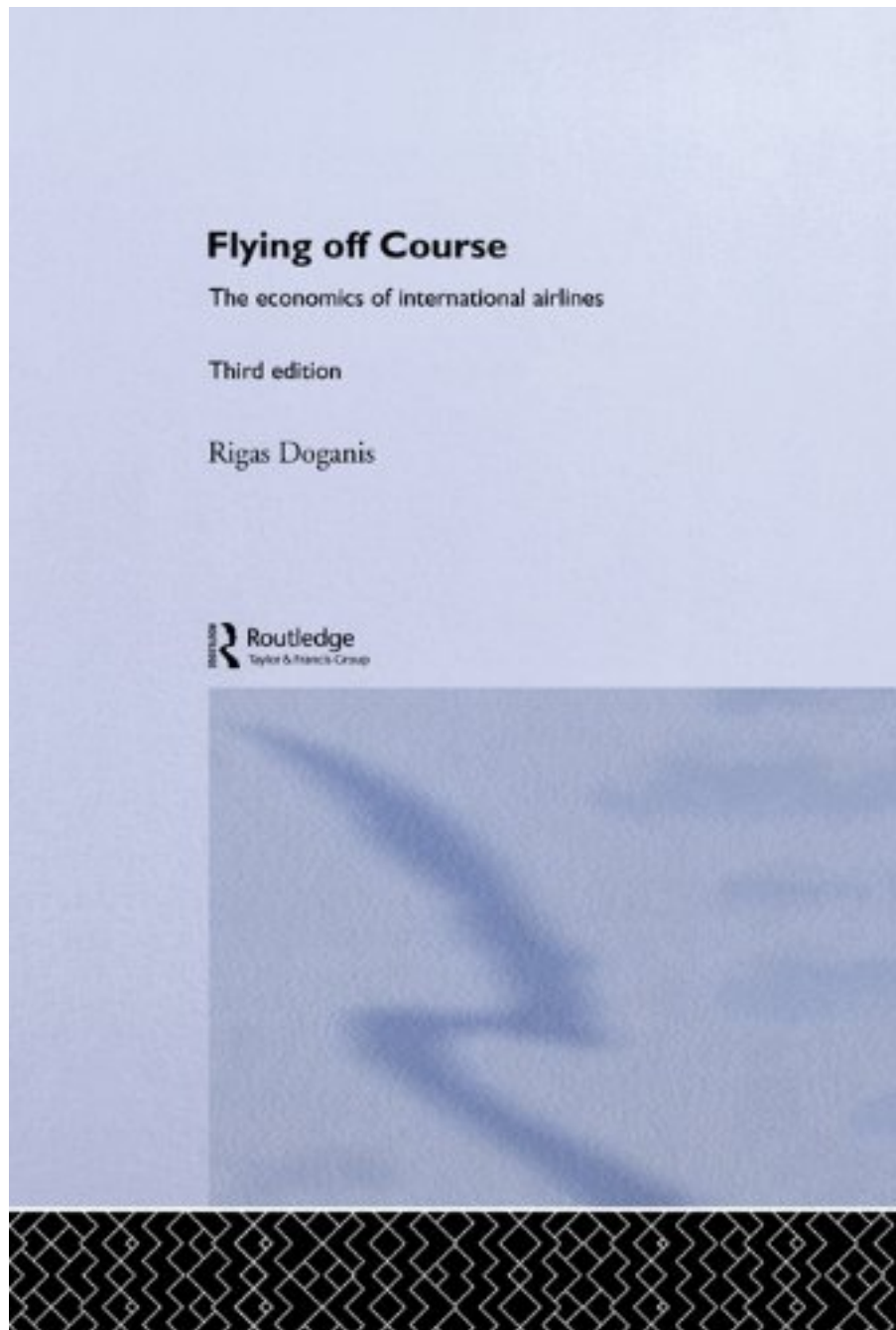


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'An ideal introduction to the way the industry is adapting to a rapidly changing environment.' - M Sayer, Law School, Nottingham Poly

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About the Author

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Superb! This text clearly explains the complex economic issues surrounding airlines today, including social and political perspectives. By far the best available resource for potential (or current) airline managers to help understand the driving forces in today's global airline industry. Certainly acceptable for any level of higher academic study, the text looks at economic paradigms driving the industry and provides a fresh perspective of the perils facing airlines in the 21st century.

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This is the best introduction to the fundamentals of airline economics that I have ever read. Doganis, an analyst and teacher these days, is able to take all his years in industry (including a stint as CEO of Olympic Airways of Greece) and distill it into a useful text full of real world examples. The third edition is updated to include new developments like Internet ticketing, and was written post-9/11, so that sections dealing with issues such as security are up to date.

The book has complete sections on airline, aircraft, and route planning and forecasting, and related subjects such as yield management, marketing, and charter operations. Of particular note is the chapter on pricing policies and fare structures; it is clear that Doganis completely understands the significance of the low cost carriers and the future of yields throughout the different regions of the world.

I always enjoy reading Doganis, and vastly prefer this updated version of "Flying Off Course" to the pre-9/11 "The Airline Business in the 21st Century" (although I do recommend that book as well.) This is a great book, and should be read and understood by airline managers everywhere. My only caution is that though it is not the most mathematically exhaustive book on the subject, casual readers may not enjoy the book inasmuch as it is quite weighty and the chapter on forecasting demand is fairly mathematically rigorous.

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By A Customer

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