



Airline Management: Strategies for the 21st Century, 2nd ed.

Paul Stephen Dempsey, Laurence E. Gesell

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About the Book--

Much has changed since the first edition of this book was published in 1997, and especially subsequent to the terrorist attacks of September 11, 2001. In the first decade of the New Millennium, the airlines are in a tailspin and struggling to recover from the worst economic crisis in their history. The trauma was brought on by a series of setbacks that began with airline deregulation, followed by a rash of consumer complaints and safety concerns, constrained airport capacity resulting in inordinate traffic delays, economic recessions and spikes in oil prices, two wars in the Middle East, and topped off by acts of terrorism around the world and a system now constrained by heightened alert and enhanced security procedures.

This book is a companion volume in an Air Transport Series, comprised of Air Transportation: Foundations for the 21st Century and Airline Management: Strategies for the 21st Century. Together, these two volumes take readers through the dark ages and monumental losses suffered collectively by the airlines since deregulation, and into the possibility of an economic reformation and the return of profitability. Suggested are trends and strategies, that if followed might lead to a renaissance of consistent profitability for the airlines, stable employment for labor, and continuous, reliable and fairly priced air services for consumers. It is the purpose of this series to acquaint the reader with the principal elements of air transportation history, airline economics, business, finance, marketing, regulation, and management--to bring all the essential elements of commercial aviation within the two-volume series. We hope that, together, the Air Transport Series will continue to be a solid reference for airline and aviation management, and fundamental texts for courses in air transportation, airline and aviation management, business, law, and economics.

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