



# Flying Off Course: The Economics of International Airlines

By Rigas Doganis

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In the years since the first edition of *Flying Off Course* appeared, the international airline industry has changed dramatically. Deregulation has become widespread and has brought with it new operating practices and management concepts. This revised and updated edition reflects these changes. Key aspects of the industry are expertly analyzed including issues such as:

- \* the factors affecting airline costs
- \* the problems of pricing
- \* airline marketing and product planning
- \* the impact of United States deregulation
- \* European air transport after 1992
- \* the crisis in airfreight; and the economics of charters.

*Flying Off Course* provides a fascinating and topical insight into the working of international transport as seen from an economist's viewpoint and will be a key text for those involved in the field.

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#### Review

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

#### Review

'This book is an excellent introduction to many of the issues of relevance to the European airline industry.' - European Access 'Well-organised, clearly written and easily read by those with only a passing interest in civil aviation.' - Michael Westlake, Far Eastern Economic Review

#### About the Author

Rigas Doganis is an airline and airport consultant. He is also Visiting Professor at the College of Aeronautics, Cranfield University and Former Chairman and Ceo of Olympic Airways in Athens.

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