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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.

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Customer Reviews

'Anne Grahamâ ™s book should be essential reading for anyone working, analyzing, investing, studying or just generally interested in the airport industry. It is one of the few books dedicated to

the topic of airport management at an international level and it manages to capture the key fundamentals of the industry in a clear and concise way. Many of the issues raised in the book are timely, important, challenging and controversial, and Dr. Graham analyses these in detail, providing the essential background and presenting the perspectives of the different players. Managing Airports has become a true classic of the airport industry literature.'- Dr. Rafael Echevarne, Director, Economics and Program Development, ACI World 'Managing Airportsâ ™ status as â œ the top must readâ • for airport professionals, academics and researchers remains unaltered, especially with this newÂ fourth edition.Â Â There have been significant changes in airport management since 2008, namely, the shifting balance of power towards emerging markets, increasing emphasis on service quality and enhancing the passenger experience and the airport having to cope with more challenging capital market conditions post-2008.Â All of these pressing issues have been incorporated in this newÂ fourth edition. Readers will especially appreciate new chapters on airport operations and airport service quality which reflects the extent to which a growing number of airport operators have re- focussed in recent years on try to deliver an improved airport experience for their customers.' - Dr. Romano PagliariSenior Lecturer, Department of Air Transport, Cranfield UniversityÂ

Dr Anne Graham is a Reader in Tourism and Transport at the University of Westminster, UK.

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

Very disappointed this ebook does not show page numbers, no way to reference. Don't buy if you need to reference including page numbers. How does and seller expect students to use this book? suppose I'm in class and tutor says go to page 100, really disappointed.

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