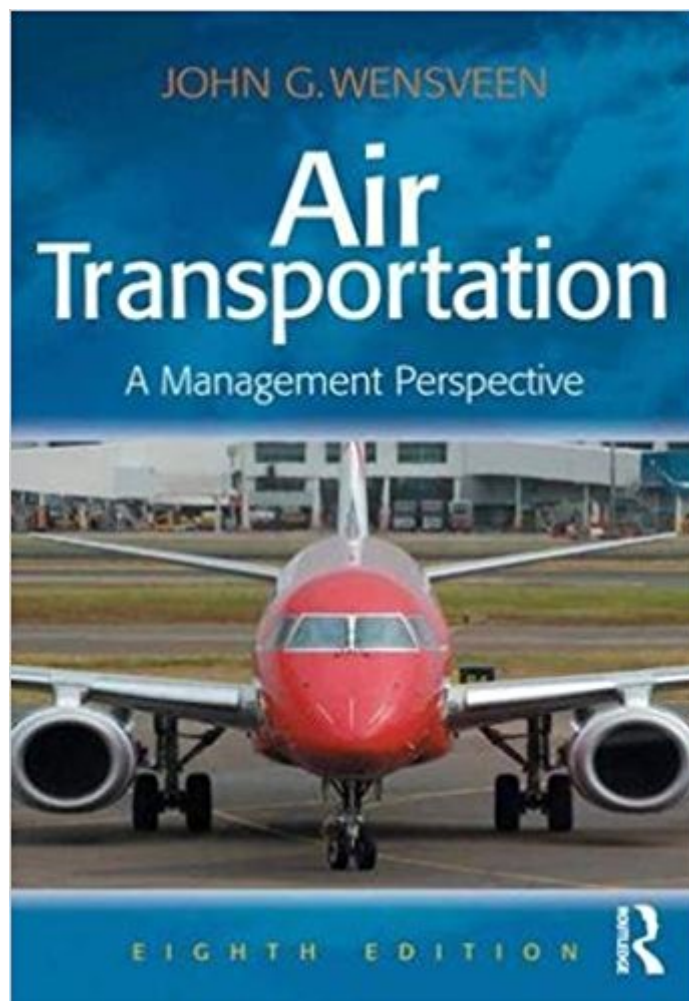


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# Air Transportation: A Management Perspective



## Synopsis

Air Transportation: A Management Perspective by John Wensveen is a proven textbook that offers a comprehensive introduction to the theory and practice of air transportation management. In addition to explaining the fundamentals, the book transports the reader to the leading edge of the discipline, using past and present trends to forecast future challenges and opportunities the industry may face, encouraging the reader to really think about the decisions a manager implements. Written in an easy-to-read, easy-to-understand style, the Eighth Edition modernizes the text focusing on newly emerging management trends, innovative technology, and an increased emphasis on global changes in the industry that will change the future of aviation. New and updated material has been added throughout the text including mini case examples and supplemental presentation materials for each chapter. Air Transportation: A Management Perspective is suitable for almost all aviation programs that feature business and management. Its student-friendly structure and style make it highly suitable for modular courses and distance-learning programs, or for self-directed study and continuing personal professional development.

## Book Information

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## Customer Reviews

Previous Editions Reviews 'The essential textbook for business and management commercial aviation programs, providing not only a comprehensive introduction to theory and practice but also the real aspects of airline management.' --Airways, July 2008'Overall, this is a successful examination of airmanship, and a useful attempt to set out defined standards in key areas for learning and development.' --The Aerospace Professional, June 2009

Dr John Wensveen is Head of the Department of Aviation Technology at Purdue University. In addition to his administrative role, Dr Wensveen is an active researcher and expert speaker with a concentration on the airline start-up process and creation of new business models. He is President and CEO of Airline Visions, an industry leading aviation advisory and futurist firm specializing in business, strategy, and marketing plans for new-entrant and established airlines. Prior to the above role, Dr Wensveen was Partner of the Americas and Executive Vice President, Airline Start-ups, at Mango Aviation Partners responsible for overseeing airline start-up and airline restructuring projects from concept through launch of commercial operations. He was also Managing Director of Ventana Aviation Academy, Mango's subsidiary training company. Dr Wensveen was Global Head of Airline Services at Radixx International, where he was responsible for building and overseeing the advisory services division. Until June 2010, Dr Wensveen was Dean, School of Aviation, at Dowling College where he was Chief Academic and Administrative Officer for the 120-acre Brookhaven Airport campus. Prior to this role, he held an executive position at InterVISTAS-ga2, where he was responsible for developing international partnership agreements for air carriers worldwide. Dr Wensveen was one of the founding team members of Washington-Dulles based MAXjet Airways, the first US air carrier to receive certification since the events of 9/11. Until March 2005, he was Vice President and Senior Director of International Development. While at MAXjet, he led partnership negotiations and set up of the European infrastructure. From 1999 to 2004, Dr Wensveen was employed as Professor of Airline Management with the College of Business at Embry-Riddle Aeronautical University where he instructed airline management and operations courses. Prior to pursuing graduate studies, Dr Wensveen held various management position

While the book is, in general, quite interesting, it does have two major flaws. First, it does have the wrong title. It is not about a management perspective of air transportation, at least not in the majority of this book. Rather, it is a history lesson about aviation in the United States - and pretty much nowhere else. As such, it is interesting for readers from the US, but does offer a very limited worldview for everybody else, as the focus of interesting market developments has clearly shifted away from America in recent years. Only within the second half the reader finds what he would expect on the basis of the blurb - but this stuff is covered in other textbooks in a much more agreeable and detailed manner. In turn, as a foreign reader you could care less about the details of the regulatory bodies within the US. This directly leads to the second, way larger issue with the book: It is poorly updated, incredibly so. Throughout the entire text you will find examples that remind you

that this is the 15th edition of the textbook - and large chunks of the manuscript have apparently gone unaltered for years. The text refers to new aircraft types such as the 787 that "will come" into operation in a few years; new technology on the 777 such as foldable wingtips (not for the second generation, but the first!) which have never been ordered, and challenges "to come" with the 21st century. It is fairly obvious that only new material was added where deemed necessary, but in a very peace-meal way. There is hardly a word about the Middle East carriers, for example. While the text is fairly well written, many chapters provide a lot of information that is not well structured. To get an idea, cross-read the section on American aviation history. While there are dozens of airlines and mergers and new entrants and bankruptcies, this is never presented in a digestible manner, rather as a solid wall of text that is sometimes extremely precise and sometimes quite superficial. This leads to a text that is at times entertaining to read, but I would not want to be in the uncomfortable position of having to write an exam about it.

Product arrived in good time. Excellent copy of this edition.

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