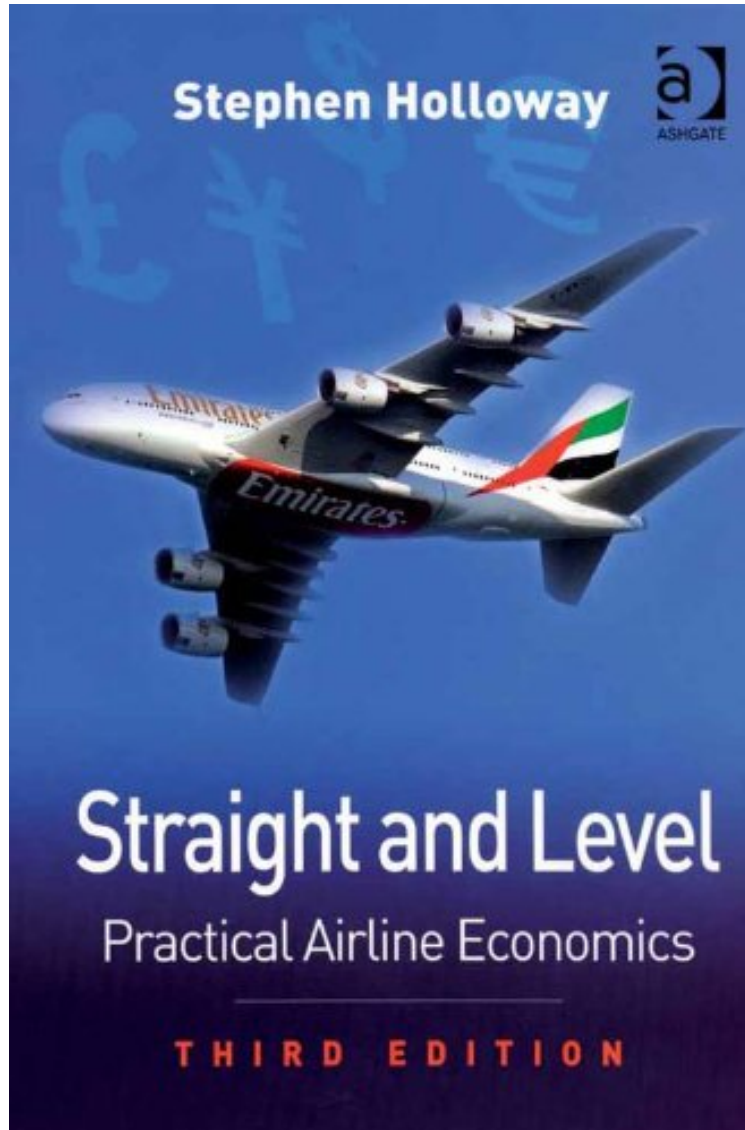


(Read now) Straight and Level: Practical Airline Economics

Straight and Level: Practical Airline Economics

Mr Stephen Holloway

*audiobook / *ebooks / Download PDF / ePub / DOC*



[Download](#)

[Read Online](#)

#882370 in eBooks 2012-10-01 2012-10-01 File Name: B009KNRK1K | File size: 59.Mb

Mr Stephen Holloway : Straight and Level: Practical Airline Economics before purchasing it in order to gauge whether or not it would be worth my time, and all praised Straight and Level: Practical Airline Economics:

0 of 0 people found the following review helpful. Excellent Book at a Great Price By MarkI purchased this book in used condition, and paid a very low price for it. The book, though, looked like it had never been opened. It was in pristine, new condition when it arrived. I got a really good deal on this purchase. In terms of the content of the book itself, I have found it to be the most engaging book on the subject I've come across in a very long time. I'm an academic and have published a few articles in the area of air transport economics. Prior to reading this book, I was

fairly familiar with the academic economics perspective on air transport, but this book exposed me to a much different and in many respects more applied perspective, that of a strategic and management perspective. The book is extremely well-written and contains a wealth of real world examples drawn from the author's background in investment banking and aviation consulting. 0 of 0 people found the following review helpful. Great Book
By Mark S. I am an engineer by trade, working on expanding my horizons into the business world. Some of the concepts may be quite familiar to grad level business students, but I found some of the business concepts enlightening. While I am still working through the text, I am pleased with the purchase and have recommended to colleagues. The book is well written, challenging and provides guidance/background not only in the airline industry but analysis techniques that can be used in other industries as well. 0 of 0 people found the following review helpful. Five Stars
By Philippe Puech A great primer of the airline industry

This third edition of *Straight and Level* thoroughly updates the previous edition with extensive comments on recent industry developments and emerging business models. The discussion is illustrated by current examples drawn from all sectors of the industry and every region of the world. Anyone who wants to gain a deeper understanding of airline economics at a practical level and an insight into the reasons for its financial volatility should find the book of interest.

'*Straight and Level* tells us where the industry is at, and then it goes into the 'nuts and bolts'. The book is practical and extremely useful for anyone wanting to understand where the industry is and why - and where it could go. A real contribution to the airline industry!' --Rodger Robertson, UNSW Aviation, Australia
'*Straight and Level: Practical Airline Economics* goes beyond being a textbook to being a clear-cut industry manual with relevant and up-to-date examples, allowing readers to understand in real-time the framework of a complex and unique industry. For students at all levels, this book will become a foundation of knowledge and a trusted resource, and one which will never gather dust!' --Bryson P. Monteleone, Tailwind Capital, Arlington, Virginia, USA
About the Author Steve Holloway is a former investment banker who has worked as an independent consultant since the early 1990s. He was educated at the London School of Economics, the University of Southern California, and Cranfield. As well as vocational qualifications in the financial services and travel industries, Steve holds advanced degrees in systems management and air transport management.