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**Travel Industry Economics** Harold L. Vogel 2006-11-02 People around the world spend at least one trillion dollars on travel each year. Travel and tourism comprise the world's largest industrial sector and employ over 300 million people, nearly one-tenth of the global work force. In this path-breaking book Harold L. Vogel examines the business economics of each of the segments of the travel industry, comprised of airlines, cruises, railroads, buses, automobiles, hotels, casinos, amusement and theme parks, and tourism. The result is a concise, up-to-date reference guide for financial analysts, economists, industry executives, and teachers and students interested in the economics, finance, and marketing of travel-related goods and services in the United States and overseas. A glossary, "time-line" diagrams, and technical appendices enhance the book's appeal as a reference tool. Its fully integrated assessment of the business of travel makes the work unique in the marketplace. Harold L. Vogel is author of the highly successful Entertainment Industry Economics: A Guide for Financial Analysis. A chartered financial analyst, Mr. Vogel was a senior analyst with Merrill Lynch for seventeen years. He is an adjunct professor in the Graduate School of Business at Columbia University.

**Business Week 2002**  
*Introduction to Air Transport Economics* Bijan Vasigh 2016-05-06 Introduction to Air Transport Economics: From Theory to Applications uniquely merges the institutional and technical aspects of the aviation industry with their theoretical economic underpinnings. In one comprehensive textbook it applies economic theory to all aspects of the aviation industry, bringing together the numerous and informative articles and institutional developments that have characterized the field of airline economics in the last two decades as well as adding a number of areas original to an aviation text. Its integrative approach offers a fresh point of view that will find favor with many students of aviation. The book offers a self-contained theory and applications-oriented text for any individual intent on entering the aviation industry as a practicing professional in the management area. It will be of greatest relevance to undergraduate and graduate students interested in obtaining a more complete understanding of the economics of the aviation industry. It will also appeal to many professionals who seek an accessible and practical explanation of the underlying economic forces that shape the industry. The second edition has been extensively updated throughout. It features new coverage of macroeconomics for managers, expanded analysis of modern revenue management and pricing decisions, and also reflects the many significant developments that have occurred since the original's publication. Instructors will find this modernized edition easier to use in class, and suitable to a wider variety of undergraduate or graduate course structures, while industry practitioners and all readers will find it more intuitively organized and more user friendly.

**The Airline Business in the Twenty-first Century** Rigas Doganis 2001 This book will be useful for those working in the airline industry and for students.

**The Little Book That Builds Wealth** Pat Dorsey 2010-12-28 In The Little Book That Builds Wealth, author Pat Dorsey—the Director of Equity Research for leading independent investment research provider Morningstar, Inc.—reveals why competitive advantages, or economic moats, are such strong indicators of great long-term investments and examines four of their most common sources: intangible assets, cost advantages, customer-switching costs, and network economics. Along the way, he skillfully outlines this proven approach and reveals how you can effectively apply it to your own investment endeavors.

**The Five Rules for Successful Stock Investing** Pat Dorsey 2011-01-04 The Five Rules for Successful Stock Investing "By resisting both the popular tendency to use gimmicks that oversimplify securities analysis and the academic tendency to use jargon that obfuscates common sense, Pat Dorsey has written a substantial and useful book. His methodology is sound, his examples clear, and his approach timeless." -- Christopher C. Davis Portfolio Manager and Chairman, Davis Advisors Over the years, people from around the world have turned to Morningstar for strong, independent, and reliable advice. The Five Rules for Successful Stock Investing provides the kind of savvy financial guidance only a company like Morningstar could offer. Based on the philosophy that "investing should be fun, but not a game," this comprehensive guide will put even the most cautious investors back on the right track by helping them pick the right stocks, find great companies, and understand the driving forces behind different industries—without paying too much for their investments. Written by Morningstar's Director of Stock Analysis, Pat Dorsey, The Five Rules for Successful Stock Investing includes unparalleled stock research and investment strategies covering a wide range of stock-related topics. Investors will profit from such tips as: \* How to dig into a financial statement and find hidden gold . . . and deception \* How to find great companies that will create shareholder wealth \* How to analyze every corner of the market, from banks to health care Informative and highly accessible, The Five Rules for Successful Stock Investing should be required reading for anyone looking for the right investment opportunities in today's ever-changing market.

**The Predictive Airliner** Andrew W. Pearson 2018-08-20 The Predictive Airliner is an airline that utilizes the latest technology to deliver an exceptional personalized experience to each and every passenger it flies. Today, technology such as AI, Machine Learning, Augmented Reality, IoT, Real-time stream processing, social media, streaming analytics and wearables are altering the Customer Experience (CX) landscape and airlines need to jump aboard this fast moving technology or run the risk of being left out in the cold. The Predictive Airliner reveals how these and other technologies can help shape the customer journey. The book details how the five types of analytics—descriptive, diagnostic, predictive, prescriptive, and edge analytics—affect not only the customer journey, but also just about every operational function within an airline. An IoT-connected airline can make its operations smart. Data collected at multiple company and customer touch points can be utilized to increase customer satisfaction, as well as make the airline more profitable. The book lays out a blueprint for airlines to use to build a better overall operation. By utilizing AI, machine learning, and deep learning airlines can monitor the health of their airplanes, ensure employee satisfaction, and deliver an award-winning customer experience every time. Analytical processes like decision trees, k-means clustering, logistic regression and neural networks are explained in detail, with specific use cases detailing how they are used profitably in the aviation industry. Edge analytics, sentiment analysis, clickstream analysis, and location analysis are seen through a customer intelligence lens to ensure passengers are treated in a personalized way that will not only increase loyalty but turn passengers into apostles for the airlines they chose to fly on. Connected devices can help with inventory optimization, supply chain management, labor management, waste management, as well as keep the airline's data centers green and its energy use smart. Social media is no longer a vanity platform, but rather it is a place to both connect with current customers, as well as court new ones. It is also a powerful branding channel that can be utilized to both understand an airline's position in the market, as well as a place to benchmark its position against competitors. The Predictive Airliner reveals how airlines can utilize this channel in a multitude of ways to connect with customers, as well as help in moments of crisis. Today, technology moves at break-neck speed and it can offer the potential of anticipatory capabilities, but it also comes with a confusing variety of technological terms—Big Data, Cognitive Computing, CX, Data Lakes, Hadoop, Kafka, Personalization, Spark, etc., etc. The Predictive Airliner will help airline executives make sense of it all, so that he or she can cut through the confusing clutter of technological jargon and understand why a Spark-based real-time stream processing data stream might be preferable to a TIBCO Streambase one, or none at all. The final chapter explains how an airline can utilize the concept of the customer journey as a roadmap to increase customer satisfaction. This book will help airline executives break through the technological clutter so that they can deliver an unrivaled customer experience to each and every passenger who steps aboard their planes.

**The Innovator's DNA** Jeff Dyer 2011-07-12 A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In The Innovator's DNA, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (The Innovator's Dilemma, The Innovator's Solution, How Will You Measure Your Life?) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, The Innovator's DNA is an essential resource for individuals and teams who want to strengthen their innovative prowess.

**E-Commerce 2014** Kenneth C. Laudon 2016-02-23 This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. This comprehensive, market-leading text emphasizes the three major driving forces behind e-commerce—technology change, business development, and social issues—to provide a coherent conceptual framework for understanding the field.

**Corporate Governance** Robert A. G. Monks 2003-12-19 In the wake of the dramatic series of corporate meltdowns: Enron; Tyco; Adelphia; WorldCom; the timely new edition of this successful text provides students and business professionals with a welcome update of the key issues facing managers, boards of directors, investors, and shareholders. In addition to its authoritative overview of the history, the myth and the reality of corporate governance, this new edition has been updated to include: analysis of the latest cases of corporate disaster; An overview of corporate governance guidelines and codes of practice in developing and emerging markets new cases: Adelphia; Arthur Andersen; Tyco Laboratories; Worldcom; Gerstner's pay packet at IBM Once again in the new edition of their textbook, Robert A. G. Monks and Nell Minow show clearly the role of corporate governance in making sure the right questions are asked and the necessary checks and balances in place to protect the long-term, sustainable value of the enterprise. A CD-ROM containing a comprehensive case study of the Enron collapse, complete with senate hearings and video footage, accompanies the text. Further lecturer resources and links are available at [www.blackwellpublishing.com/monks](http://www.blackwellpublishing.com/monks)

**Bankable Business Plans** Edward G. Rogoff 2007 This book guides readers through a very comprehensive, step-by-step process to produce professional-quality business plans to attract the financial backing entrepreneurs need, no matter what their dream.

**Bankable Business Plans for Entrepreneurial Ventures** Edward G. Rogoff 2007-09-01

**Business Periodicals Index 2002**  
**Transformative Entrepreneurs** Jeffrey A. Harris 2012-01-17 Entrepreneurs are the key to any successful new business. But having a good idea is not enough . . . too many good ideas fail at the execution level. Meticulously researched with fresh insights into the entrepreneurial process, Transformative Entrepreneurs provides a fascinating perspective on those enterprises and entrepreneurs that have changed the landscape of society, and highlights the challenges and excitement of launching new innovative businesses. Jeff Harris brings in-depth perceptions from his nearly thirty years of venture capital experience to provide a thorough understanding of the transformative ideas and leadership abilities that separate the winners and losers. From Fred Smith's Federal Express to Hugh Hefner's Playboy, and Ted Turner's CNN to Herb Kelleher's Southwest Airlines, the pioneering business models and execution skills of the founders come to life providing an inspirational lens for those chasing the dream.

**Mergers** Patrick A. Gaughan 2005-05-20 A powerful guide for seeking out the best acquisition and mergertargets As increasingly more companies look to mergers and acquisitions(M&As) as a source of new growth and revenue, there is an evengreater chance that these M&As will go bad. This insightfulguide focuses on one of the most often debated and key issues inmergers and acquisitions-why some deals fail miserably and whyothers prosper. It provides a complete road map for what potentialbuyers should look for when picking a target and whatcharacteristics of sellers they should steer clear of, as well aspitfalls to avoid during the M&A process. Real-world exampleshare provided of high-profile failures-Quaker Oats, United Airlines,Sears, and Mattel-and high-profile successes-General Electric andCisco. Patrick A. Gaughan (New York, NY) is President of EconomatrixResearch Associates and a professor of Economics and Finance at theCollege of Business, Fairleigh Dickinson University. He is activelyengaged in the practice of business valuations for mergers andacquisitions, as well as other related applications.

**A Feast of Vultures** Josy Joseph 2016-07-10 'Every day, millions of people -- the rich, the poor and the many foreign visitors -- are hunting for ways to get their business done in modern India. If they search in the right places and offer the appropriate price, there is always a facilitator who can get the job done. This book is a sneak preview of those searches, the middlemen who do those jobs, and the many opportunities that the fast-growing economy offers.' Josy Joseph draws upon two decades as an investigative journalist to expose a problem so pervasive that we do not have the words to speak of it. The story is big: that of treacherous business rivalries, of how some industrial houses practically own the country, of the shadowy men who run the nation's politics. The story is small: a village needs a road and a hospital, a graveyard needs a wall, people need toilets. A Feast of Vultures is an unprecedented, multiple-level inquiry into modern India, and the picture it reveals is both explosive and frightening. Within these covers is unimpeachable evidence against some of the country's biggest business houses and political figures, and the reopening of major scandals that have shaped its political narratives. Through hard-nosed investigations and the meticulous gathering of documentary evidence, Joseph clinically examines and irrefutably documents the non-reportable. It is a troubling narrative, but also a call to action and a cry for change. A tour de force through the wildly beating heart of post-socialist India, the book is a must-read for anyone interested in understanding the large, unwieldy truth about this nation.

**World Investment Report 2020** United Nations Conference on Trade and Development (UNCTAD) 2020-07-15 The 30th edition of the World Investment Report looks at the prospects for foreign direct investment and international production during and beyond the global crisis triggered by the COVID-19 (coronavirus) pandemic. The Report not only projects the immediate impact of the crisis on investment flows, but also assesses how it could affect a long-term structural transformation of international production. The theme chapter of the Report reviews the evolution of international production networks over the past three decades and examines the configuration of these networks today. It then projects likely course changes for the next decade due to the combined effects of the pandemic and pre-existing megatrends, including the new industrial revolution, the sustainability imperative and the retreat of laissez faire policies. The system of international production underpins the economic growth and development prospects of most countries around the world. Governments worldwide will need to adapt their investment and development strategies to a changing international production landscape. At the request of the UN General Assembly, the Report has added a dedicated section on investment in the Sustainable Development Goals, to review global progress and propose possible courses of action.

**Technology Ventures** Richard C. Dorf 2008 Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as technology entrepreneurship. Now in its second edition, this book integrates the most valuable entrepreneurship and technology management theories from some of the world's leading scholars and educators with current examples of new technologies and an extensive suite of media resources. Dorf and Byers comprehensive collection of action-oriented concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. Technology Ventures details the critical differences between scientific ideas and true business opportunities.

**Strategic Marketing** Russell Abratt 2018-07-04 This book is a unique collection of comprehensive cases that explore concepts and issues

surrounding strategic marketing. Chapters explain what strategic marketing is, and then discuss strategic segmentation, competitive positioning, and strategies for growth, corporate branding, internal brand management, and corporate reputation management. With case studies from a broad range of global contexts and industries, including Burger King, FedEx, and Twitter, readers will gain a working knowledge of developing and applying market-driven strategy. Through case analysis, students will learn to: examine the role of corporate, business, and marketing strategy in strategic marketing; recognize the implications of markets on competitive space with an emphasis on competitive positioning and growth; interpret the various elements of marketing strategy and apply them to a particular real-world situation; apply sound decision-making strategies and analytical frameworks to specific strategic marketing problems and issues; apply ethical frameworks to strategic marketing situations. Strategic Marketing: Concepts and Cases is ideal for advanced undergraduate and postgraduate students, as well as those studying for an MBA or executive courses in strategic marketing or marketing management. **The Global Airline Industry** Peter Belobaba 2015-07-06 Extensively revised and updated edition of the bestselling textbook, provides an overview of recent global airline industry evolution and future challenges Examines the perspectives of the many stakeholders in the global airline industry, including airlines, airports, air traffic services, governments, labor unions, in addition to passengers Describes how these different players have contributed to the evolution of competition in the global airline industry, and the implications for its future evolution Includes many facets of the airline industry not covered elsewhere in any single book, for example, safety and security, labor relations and environmental impacts of aviation Highlights recent developments such as changing airline business models, growth of emerging airlines, plans for modernizing air traffic management, and opportunities offered by new information technologies for ticket distribution Provides detailed data on airline performance and economics updated through 2013

**Strategic Management** Michael A. Hitt 2003 This text explains how firms achieve strategic competitiveness, emphasizing integration of resources and capabilities to obtain a sustained competitive advantage. The text integrates the resource-based view of the firm with the more traditional model.

**Corporate Finance** Jonathan B. Berk 2019 Reach every student by pairing this text with MyLab Finance MyLab (TM) is the teaching and learning platform that empowers you to reach every student. By combining trusted author content with digital tools and a flexible platform, MyLab personalizes the learning experience and improves results for each student.

**Airline Marketing and Management** Stephen Shaw 2016-03-23 Through six previous editions, Airline Marketing and Management has established itself as the leading textbook for students of marketing and its application to today's airline industry, as well as a reference work for those with a professional interest in the area. Carefully revised, the seventh edition of this internationally successful book examines an exceptionally turbulent period for the industry. It features new material on: \*Changes in customer needs, particularly regarding more business travellers choosing - or being forced - to travel economy, and analysis of the bankruptcy of 'All Business Class' airlines. \* An explanation of the US/EU 'Open Skies' agreement and analysis of its impact. \*The increase in alliance activity and completion of several recent mergers, and the marketing advantages and disadvantages that have resulted. \* Product adjustments that airlines must make to adapt to changes in the marketing environment, such as schedule re-adjustments and the reconfiguration of aircraft cabins. \*Changes in pricing philosophies, with, for example, airlines moving to 'A La Carte' pricing, whereby baggage, catering and priority boarding are paid for as extras. \*Airline websites and their role as both a selling and distributing tool. \*The future of airline marketing. A review of the structure of the air transport market and the marketing environment is followed by detailed chapters examining business and marketing strategies, product design and management, pricing and revenue management, current and future distribution channels, and selling, advertising and promotional policies. The reader will benefit from greater understanding of both marketing and airline industry jargon and from knowledge obtained regarding the extraordinary strategic challenges now facing aviation. Written in a straightforward, easy-to-read style and combining up-to-date and relevant examples drawn from the worldwide aviation industry, this new edition will further enhance the book's reputation for providing the ideal introduction to the subject.

**Strategic Innovation** Allan Afuah 2009-04-01 In today's fast-changing business environment, those firms that want to remain competitive must also be innovative. Innovation is not simply about developing new technologies into new products or services, but in many cases, finding new models for doing business in the face of change. It often entails changing the rules of the game. Strategic Innovation demonstrates to students how to create and appropriate value using new game strategies to gain competitive advantage. The book begins with a summary of the major strategic frameworks and showing the origins of strategic innovation. Next, Afuah gives a thorough examination of contemporary strategy from an innovation standpoint, including: how to develop strategy in the face of change a detailed framework for assessing the profitability potential of a strategy or product consideration of how both for-profit and non-profit organizations can benefit from new game strategies. With a wealth of quantitative examples of successful strategies, as well as descriptive cases, Strategic Innovation will complement courses in strategy, and technology and innovation.

**The Education of a Value Investor** Guy Spier 2014-09-09 What happens when a young Wall Street investment banker spends a small fortune to have lunch with Warren Buffett? He becomes a real value investor. In this fascinating inside story, Guy Spier details his career from Harvard MBA to hedge fund manager. But the path was not so straightforward. Spier reveals his transformation from a Gordon Gekko wannabe, driven by greed, to a sophisticated investor who enjoys success without selling his soul to the highest bidder. Spier's journey is similar to the thousands that flock to Wall Street every year with their shiny new diplomas, aiming to be King of Wall Street. Yet what Guy realized just in the nick of time was that the King really lived 1,500 miles away in Omaha, Nebraska. Spier determinedly set out to create a new career in his own way. Along the way he learned some powerful lessons which include: why the right mentors and partners are critical to long term success on Wall Street; why a topnotch education can sometimes get in the way of your success; that real learning doesn't begin until you are on your own; and how the best lessons from Warren Buffett have less to do with investing and more to do with being true to yourself. Spier also reveals some of his own winning investment strategies, detailing deals that were winners but also what he learned from deals that went south. Part memoir, part Wall Street advice, and part how-to, Guy Spier takes readers on a ride through Wall Street but more importantly provides those that want to take a different path with the insight, guidance, and inspiration they need to carve out their own definition of success.

**Airline Finance** Peter S. Morrell 2019-09-30 Air transport industry finance, with its complexity and special needs such as route rights, airport slots, aircraft leasing options and frequent flyer programmes, requires specific knowledge. While there are numerous financial management and corporate finance texts available, few of these provide explanations for the singularities of the airline industry with worked examples drawn directly from the industry itself. Revised and updated in its third edition, this internationally renowned and respected book provides the essentials to understanding all areas of airline finance. Designed to address each of the distinct areas of financial management in an air transport industry context, it also shows how these fit together, while each chapter and topic provides a detailed resource which can be also consulted separately. Supported at each stage by practical airline examples, it examines the financial trends and prospects for the airline industry as a whole, contrasting the developments for the major regions and airlines. Important techniques in financial analysis are applied to the airline industry, together with critical discussion of key issues. Thoroughly amended and updated throughout, the third edition reflects the many developments that have affected the industry since 2001. It features several important new topics, including Low Cost Carriers (LCCs), fuel hedging and US Chapter 11 provisions. The sections on financial statements and privatisation have been expanded, and a new chapter has been added on equity finance and IPOs. New case studies have been added, as well as the latest available financial data. The range and perspective is even greater than before, with significant expansion of material specific to the US and Asia. The book is a key resource for students of airline management, and a sophisticated and authoritative guide for analysts in financial institutions and consultancies, executives in airlines and related industries, and civil aviation departments.

**Risk Management and Insurance** Scott Harrington 2003-07-15 For many years, introductory insurance textbooks presented insurance as a subject based in contracts. Slowly, the course has moved toward a consumer orientation, providing students with a broad, descriptive survey of the insurance field, covering topics such as legal aspects, life and health, and property and liability. Over the past 10 years, textbooks began to promote, and to a limited degree, incorporate a stronger business risk management component while maintaining a consumer orientation. Harrington/Niehaus' Risk Management and Insurance 2e is written to take the next step offering the essential aspects of insurance contracts and the insurance industry while providing a substantially more conceptual analysis and attention to business risk management and public policy issues that exists in current texts.

**Flying High** James Wynbrandt 2010-12-17 Flying High traces the incredible career of the founder and chairman of JetBlue, David Neeleman, from his teenage ventures and beginnings in the travel industry, to his short stint at Southwest Airlines and the ultimate launch of JetBlue. In a series of interviews with Neeleman's friends, associates, and high-ranking officials in both business and aviation, this books tells the store of Neeleman and explores the rules of success he both lives and builds his companies by.

**Measure What Matters** John Doerr 2018-04-24 #1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In Measure What Matters, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

**Foundations of Airline Finance** Bijan Vasigh 2014-11-13 In recent years the airline industry has experienced severe volatility in earnings, with airlines recording periods of substantial profits that are closely followed by periods of financial distress. This trend has continued into the new millennium, with numerous examples of airlines across the globe entering bankruptcy protection or liquidating. The text provides an introduction to both the basics of finance and the particular intricacies of airline finance where there can be significant fluctuations in both revenues and costs. This new edition also includes: capital budgeting management of current assets financial risk analysis fuel hedging aircraft leasing This textbook contains chapters that cover unique aspects of the aviation financial decision-making process. These include a rigorous and structured presentation of the buy versus lease decision that is prevalent in the industry, a valuation process for aviation assets, the recent trend toward privatization and the difficulty inherent in the valuation of a publicly-owned or semi-publicly owned asset. The Foundations of Airline Finance, now in its second edition, is an introductory text that can be used either as a general financial text or in a specialized class that deals with aviation finance in particular.

**The Airline Business** Rigas Doganis 2006 The second edition of Rigas Doganis' book brings the airline industry story up to date, exploring airline mergers and alliances, price wars, the impact of disasters and the future prospects for the industry as a whole.

**International Corporate Finance** Laurent L. Jacque 2014-03-07 A thorough introduction to corporate finance from a renowned professor of finance and banking As globalization redefines the field of corporate finance, international and domestic finance have become almost inseparably intertwined. It's increasingly difficult to understand what is happening in capital markets without a firm grasp of currency markets, the investment strategies of sovereign wealth funds, carry trade, and foreign exchange derivatives products. International Corporate Finance offers thorough coverage of the international monetary climate, including Islamic finance, Asian banking, and cross-border mergers and acquisitions. Additionally, the book offers keen insight on global capital markets, equity markets, and bond markets, as well as foreign exchange risk management and how to forecast exchange rates. Offers a comprehensive discussion of the current state of international corporate finance Provides simple rules and pragmatic answers to key managerial questions and issues Includes case studies and real-world decision-making situations For anyone who wants to understand how finance works in today's hyper-connected global economy, International Corporate Finance is an insightful, practical guide to this complex subject.

**Index de Périodiques Canadiens** 1964

**Competition Policy and Merger Analysis in Deregulated and Newly Competitive Industries** Peter C. Carstensen 2008-01-01 The thorough analyses presented in the book provide the reader with a good overview of the deregulation process in the respective industries. . . Competition Policy and Merger Analysis in Deregulated and Newly Competitive Industries is a valuable resource for researchers of law, economics, and political science. . . Volker Soyez, European Competition Law Review This comprehensive book contains case studies on the evolution of competition policy, with an emphasis on merger policy, for seven major US industries that have experienced substantial deregulation in the past forty years electricity, natural gas, telecommunications, railroads, airlines, hospitals and banking. Also included is a comparison of the EU s experience in attempting to bring about competition in the energy, finance, and airline industries. The contributors to the volume, each a recognized expert on the industry examined, explore the positive and negative implications of the substitution of market-oriented processes for historic patterns of command and control regulation. The chapters reveal clear similarities in the economic, legal and public policy issues that have arisen following deregulation of these economic sectors. Together they provide a good basis to discern the consistency of the problems and the relative success of differing responses to these issues over a range of industries going through similar transformation. While taking a basically positive view of the movement away from direct regulation, the contributors identify a number of continuing problems with achieving workable competition in these industries. The thorough analyses presented here will be of great value to law, economics, and political science researchers interested in deregulation, economic consultants advising government agencies or private parties, attorneys who focus on deregulated industries, policy planners at the agencies overseeing these industries, and students in advanced seminars on economic regulation.

**International Mergers and Acquisitions** Peter J. Buckley 2002 This title focuses on the financial, cultural and strategic aspects of international mergers and acquisitions activity and has a global, cross-cultural perspective.

**Strategy in Airline Loyalty** Evert R. de Boer 2017-10-09 This book offers the first comprehensive exploration of frequent flyer programs. By

combining academic research with extensive insights and examples from the actual business world, it explores the key drivers and strategies of airline loyalty marketing today in an unprecedented manner. Strategy in Airline Loyalty also explores how the programs have evolved over time from marketing programs to financial powerhouses, identifying both the catalysts for change, as well as the strategic options and underlying trade-offs available to airlines. Covering diverse angles ranging from behavioral economics, to accounting, and structural design, the book reviews every core aspect of frequent flyer programs and offers extensive frameworks and definitions. The book provides a useful and complete reference for researchers, and helps those interested in frequent flyer programs to develop a better understanding of their past, present and future.

**Offensive Marketing** Hugh Davidson 2012-06-25 Offensive Marketing is the best source for competitive executives who are serious about strengthening their marketing skills and producing new outcomes. The authors bring the acclaimed POISE (Profitable, Offensive, Integrated, Strategic, Effectively Executed) framework to a North American audience. POISE brings together advances in strategy, innovation, and approach to produce a new level of effectiveness and market results. Extensively used by companies and individuals worldwide, this freshly adapted book is an essential resource for all marketing students and professionals interested in achievable strategies and profitable marketing.

**Airline Operations and Management** Gerald N. Cook 2017-02-03 Airline Operations and Management: A Management Textbook is a survey of the airline industry, mostly from a managerial perspective. It integrates and applies the fundamentals of several management disciplines, particularly economics, operations, marketing and finance, in developing the overview of the industry. The focus is on tactical, rather than strategic, management that is specialized or unique to the airline industry. The primary audiences for this textbook are both

senior and graduate students of airline management, but it should also be useful to entry and junior level airline managers and professionals seeking to expand their knowledge of the industry beyond their own functional area.

**Purpose-driven Organizations** Carlos Rey 2019-06-17 A higher purpose is not simply about profit. Symbolising the motivations of our actions and efforts, it reflects something much more aspirational and contributes to our global society. This open access book offers novel solutions to ensure employees support a wider organizational meaning whilst guaranteeing that the company benefits from the employee's individual sense of purpose. Advocating a shift from previous models and theories, this book contributes to debate and offers insight for both scholars and practitioners. The chapters bring together academic rigour and practical models to help readers distinguish between the fads and influential strategies. Exploring the development of purpose at each level of business, from strategy and leadership to communication, this book avoids theoretical jargon and provides new approaches to building sustainable purpose-driven organizations. This is an Open Access book sponsored by DPMC Spain, UIC Barcelona and Corporate Excellence - Centre for Reputation Leadership

**Flying High in a Competitive Industry** Loizos Heraclous 2009 Singapore Airlines (SIA) is widely acknowledged as one of the world's leading airlines, if not the best airline, globally. This book provides insights into a simple but intriguing question: How has SIA managed to outperform other flag-carriers for decades in an industry where it is notoriously difficult to succeed consistently? This updated second edition of Flying High in a Competitive Industry begins with an analysis of the airline industry and its key trends, moving on to a broad outline of SIA's strategic drivers of success. Empirical research was conducted at SIA to gain a deeper understanding of its strategy, core competencies and internal organisation, innovation processes and human resource practices, in order to instill strategy lessons that can inform the strategies of any organisation competing in intensely competitive industries. This book ends with some strategic lessons that apply to any organisation that aims to achieve sustainable success in hypercompetitive markets.