

Air Transportation: A Management Perspective

Alexander T. Wells, John G. Wensveen



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Air Transportation: A Management Perspective Alexander T. Wells, John G. Wensveen Completely updated to reflect the challenges facing airlines in the 21st century, Wells and Wensveen's AIR TRANSPORTATION: A MANAGEMENT PERSPECTIVE provides comprehensive, sophisticated coverage of both classic and current practices in air transportation management. The authors deftly guide students through the "ins and outs" of the air transportation industry, as well as through the details of management functions within airlines. This edition places greater emphasis on the global airline industry, with such topics as airline passenger marketing, labor relations, financing, and heightened security precautions integrated throughout.

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