



Airline Marketing and Management

By Stephen Shaw

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Editorial Review

Review

'Overall, with the textual changes made and topics added, Shaw has ensured the latest edition of his book remains one of the leading textbooks on airline management and product planning.' --Airlines, e-zine issue 53

About the Author

Stephen Shaw is Managing Director of SSA Ltd, UK, a firm specialising in providing courses in marketing and economics to airlines and aerospace firms, located at Chinnor, Oxford, England.

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