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Author: Rigas Doganis: Edition: illustrated: Publisher: Taylor & Francis, 2009: ISBN: 0203863992, 9780203863992: Length: 352 pages: Subjects

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This fifth edition of Flying Off Course explains why. Written by leading industry expert, Rigas Doganis, this book is an indispensable guide to the inner workings of this exciting industry. Providing a complete, practical introduction to the fundamentals of airline economics and marketing, it explores the structure of the market, the nature of airline costs, issues around pricing and demand, and the latest developments in e-commerce.

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Flying Off Course provides a fascinating and topical insight into the working of international transport as seen from an economist's viewpoint and will be a key text for those involved in the field. Flying Off Course by Rigas Doganis.

Title: Flying Off Course: Author: Rigas Doganis: Publisher: Routledge: Release Date:

The airline industry presents an enigma. High growth rates in recent decades have produced only marginal profitability. This book sets out to explain, in clear and simple terms, why this should be so. It provides a unique insight into the economics and marketing of international airlines. Flying Off Course has established itself over the years as the indispensable guide to the inner workings of this exciting industry. This enlarged fourth edition, largely re-written and completely updated, takes into account the sweeping changes which have affected airlines in recent years. It includes much new material on many key topics such as airline costs, 'open skies', air cargo economics, charters and new trends in airline pricing. It also contains two exciting new chapters on the economics of the low-cost no frills carriers and on the future prospects of the industry. The book provides a practical insight into key aspects of airline operations, planning and marketing within the conceptual framework of economics. It is given added force by the

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author ' s hands-on former experiences as a Chairman and CEO of Olympic Airways and as a non-executive Director of South African Airways while he is currently a non-executive Director of easyJet.

This is a guide to the inner workings of the aviation industry. The topics examined in the book cover: international deregulation; alliances; low cost airlines; and new technology.

Revised edition of the author's Flying off course, 2010.

First published in 1991. Routledge is an imprint of Taylor & Francis, an informa company.

Definition: Jock n. (informal): A pilot or astronaut, an abbreviation of jockey as in throttle jockey or jet jockey. "Once a Jock . . . Always a Jock" is a compilation of three hundred stories written by the first postwar generation of Naval Aviators who began their training in late 1945 as teenagers fresh out of high school. A 16 week Pre-Flight school started the clock running on a two year contract where each future Navy pilot held the rank of Aviation Midshipman, USN. The clock was still running when they earned their gold wings and were assigned to fleet squadrons. These Flying Midshipmen flew every aircraft in the Navy's arsenal. Eventually they were sworn in as commissioned officers and went on to participate in every major aviation event from the Berlin Airlift, the Korean War, and the Cold War to the conflict in Vietnam. Readers of these stories will discover what motivated 3,000 high school kids to fly for the Navy. They will learn what it was like to be

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a Flying Midshipman at the bottom of the pecking order aboard ship or as a pilot in an aircraft squadron. Today's young pilots will gain some useful knowledge about training mishaps and accidents that could have been avoided. They will be thrilled by accounts of My First Corsair Flight or My First Jet Flight or My First Cat Shot. They might reflect on the sobering story of Jesse Brown, the African American who broke the color barrier in Naval Aviation the same year that Jackie Robinson broke the color barrier in major league baseball. Those who have flown as civilian or military pilots will find themselves in the narrow escapes and the humor in the aftermath of bad judgment, and above all, in their great love of flying. They will learn what it is like to land a battle damaged fighter on an aircraft carrier in bad weather or how a pilot blinded by enemy flak was guided by his friend to successful wheels-up landing. Reading these stories, veteran flyers may remember the long monotonous anti-submarine and maritime patrols that ended in moments of stark terror. Anyone who never sat in the left seat of a flying boat may be surprised to know that seaplane pilots had to supplement their flying skills with a firm knowledge of seamanship. They can read about it in Chapter 16, Flying Boat Jocks. Of course the book has stories for helicopter jocks and transport pilots and instrument pilots and flying in all kinds of climate from the arctic to the tropics. For the poetry minded, there are some of those too. These stories should appeal to anyone who has ever dreamed about flying. And most important, 100% of the proceeds from sales of the book will be directed to the Flying Midshipmen Endowment Fund for support of the Youth Aviation Training Program aboard the USS Midway Museum in San Diego.

An intriguing, uncensored, inside view of the not-so-friendly

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skies through the eyes of former flight attendant, Margo Anderson. If you are a frequent flier, or if you plan to fly in the near future, fasten your seat belt for a turbulent read! After five years of flying with a commuter airline based at Atlanta's Hartsfield-Jackson International Airport, Anderson draws on her personal experiences and conversations, painting a portrayal of life as a flight attendant--grueling twelve hour days, complaining and unfriendly passengers, and unexpected, almost unbelievable situations, especially in the days and weeks following 9/11. Anderson navigates the complex world of flight crews with clarity, insight, wittiness, and her own special brand of humor. Readers are given a view of flying they may never have seen before, through the lens of the workhorse of the airline industry, regarded by many as the "puddle-jumpers," the commuter airlines.

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