How to survive the skies over Europe - European lowcost carriers



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Reviews

A very wonderful book with lucid and perfect answers. It is probably the most incredible book i have study. Its been designed in an exceptionally simple way and is particularly just after i finished reading through this publication by which in fact transformed me, alter the way in my opinion.
(Macey Schneider)

HOW TO SURVIVE THE SKIES OVER EUROPE - EUROPEAN LOWCOST CARRIERS

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GRIN Verlag Jun 2008, 2008. Taschenbuch. Book Condition: Neu. 210x149x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Business economics - General, grade: 2,3, University of Applied Sciences Berlin, language: English, abstract: [.] Only due to their rapid success, growth of European aviation is back on the level it was before 9/11. Nevertheless, airline managers are starting to realize that the time of endless growth and success is slowing down or, in the worst case, coming to an end. This for example, has caused easyJet, one of Europe's largest low-cost carriers, to launch a long-term management programme. The aim is to realize its strength and weakness by scrutinizing the market and to position the airline in a way that substantial long-term growth is still possible. Especially as market consolidation is already taking place and competition is increasingly fierce: The outlook is that the market will be dominated by just two or three low-cost carriers within Europe and some full-service airlines operating world-wide networks. Strategies must be determined now to find the best market, the right network and competitive costs. This essay will firstly look at commercial aviation in Europe. Following that will be an analysis of the leading carriers and their business strategies. 32 pp. Englisch.

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