



Straight and Level: Practical Airline Economics

Mr Stephen Holloway

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This third edition of Straight and Level thoroughly updates the previous edition with extensive comments on recent industry developments and emerging business models. The discussion is illustrated by current examples drawn from all sectors of the industry and every region of the world. Anyone who wants to gain a deeper understanding of airline economics at a practical level and an insight into the reasons for its financial volatility should find the book of interest.

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