

*The air transport industry is one of the fastest growing, economically important, yet least profitable industries in the world. Air Transport in the 21st Century: Key Strategic Developments takes the reader on a fascinating journey through some of the key strategic challenges facing the industry today. O'Connell and Williams have succeeded in bringing illumination to issues such as the regulatory constraints on doing business, the challenges of getting adequate and cost-effective infrastructure, the innovation taking place in business models and some of the latest challenges on security and environment.*

Giovanni Bisignani, Director General & CEO, IATA

## AIR TRANSPORT IN THE 21st CENTURY

Airlines are buffeted by fluctuating political and economic landscapes, ever-changing competition, technology developments, globalization, increasing deregulation and evolving customer requirements. As a consequence all sectors of the air transport industry are in a constant state of flux.

The principle aim of this book is to review current trends in the airline industry and its related suppliers, thereby providing an insight into the forces that are changing its dynamics. The factors that are reshaping the structure of the industry are examined with a view to identifying the key issues whose impact will be critical in the future.

The book features two very distinct sections. The first contains short contributions from industry executives at CEO/VP level from airlines, aircraft/engine manufacturers, safety and navigational provider organizations, who have set out their take of where the airline industry is heading. This commercial input sets the scene for the book and provides the bridge to the second section, which is composed of 18 chapters written by distinguished academic authors. Each chapter presents a valuable insight into a specific area of the air transport industry, including: airlines, airports, cargo, deregulation, the environment, navigation, strategy, information technology, security and tourism. The shared objective of the authors is to describe and explain the core competencies that are determining the current shape of the industry and to examine the forces that will change its direction going forward.

The book is written in a management style and will appeal to all levels of personnel who work for airlines across the world. It is also written for airport authorities, aerospace manufacturers, regulatory and government transportation agencies, researchers and students of aviation management, transport studies, tourism and the wider air transport industry.

The authors are donating all royalties from this book to ORBIS.

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