

AN INTRODUCTION TO AIRLINE ECONOMICS, 6TH EDITION BY WILLIAM E. O'CONNOR

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The fabric of the airline industry has continued to undergo remarkable changes since the 5th edition of this classic text was published in 1995. The industry has witnessed a series of mergers and a trend toward consolidation into fewer but larger airlines. Route patterns have been reconstructed around hub cities. In contrast to the early 1990s, which saw unprecedented operating deficits, the late 1990s have seen a swing to highly profitable operations, characterized by the forming of alliances among U.S. and foreign airlines. Revised substantially to cover these changes, this book is an excellent introduction to the economics of U.S. airline services, both domestic and international.

A college level text suitable for students without a background in economics, this book is intended for such one-semester courses as Aviation Administration, Air Transportation, and Economics of Air Transportation. Enhancing the book's value, the volume includes self-testing questions for each chapter and an appendix covering the portions of the basic transportation statute—the former Federal Aviation Act—that are pertinent to the text. Focusing exclusively on airlines—and excluding private, military, and other types of flying—this book is the only college text dealing exclusively with the economics of U.S. airlines.

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A Concise Business Strategy and Economics book

By Miguel Hidalgo

This is an excellent book about Business Strategy and Economics in the airline environment. It explains, in detail, the traditional points and current trends happening in a fast-paced and ever-changing industry.

I must reject the poor review given by another reader. I have a significant level of training and experience in the airline industry. Mr. O'Connor possesses exceptional credentials and this particular book is considered part of a group of classic educational material for the serious student and aspiring aviation manager to read.

There are many books written about aviation and airlines. This one connects the economic terms, definitions and business strategies together, as it relates to the airline industry.

One final point. This book goes out of circulation and it is difficult to get. Get it while you can!

2 of 4 people found the following review helpful.

I was a bit hasty

By A Customer

I decided to give this a second look, after writing a rather lukewarm review of it earlier. I must admit that it is not as bad as I earlier may have implied. If given a very careful and dedicated read, there is sufficient detail to gain some insights into the airline industry. Much of it is redundant with general business concepts, so I still don't think it's worth the money for someone with extensive experience or an MBA to bother with. However, for an undergrad or those without more formal training, it could be valuable.

10 of 11 people found the following review helpful.

Falls short of its goal

By A Customer

I bought this book (regrettably now) and read it, hoping to gain an introduction to the industry that I will be joining as a soon to be MBA graduate. Unfortunately, this does not stand up to its billing as a college level text. It would be ok for an undergraduate, survey or overview type course. But for those seeking a serious look at the airline industry, I cannot recommend this book.

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