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Handbook of Low Cost Airlines
Strategies, Business Processes and Market Environment

compiled and edited by Prof. Dr. Sven Groß and Alexander Schröder

2007, 139 pages, softcover, USD 73,00/ GBP 41,00, ISBN 978-3-503-10081-1

About this book: The number of low cost airlines and connections offered has kept growing constantly. This handbook explains both: relevant current and future developments in the low cost segment.

The handbook, edited by Sven Groß and Alexander Schröder, gives, for the first time, a comprehensive overview of the new air traffic segment by addressing the issues of the actual business model, discussing strategies of low cost airlines and expanding on the aspects of suppliers, customers, cooperation partners and competitors.

The handbook pools the knowledge of experienced and renowned experts. Readers get detail information on actual themes, for instance:

- Basic Business Model of Low Cost Airlines
- Business Processes and IT-Solutions
- Low Cost Airlines from a Charter Perspective
- Unfair Conditions of Carriage
- Tourism and Low Cost Carriers
- Ecological and Economical Impacts
- Airports in the Process of Change
- Low Cost Carriers and Railway
- Transferring the Low Cost Strategy to Ship, Bus and Rental Car Companies.

The book offers fundamental insights with many practical advices and examples (Southwest Airlines, Air Baltic, Dresden Airport).

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