Aviation
New Titles and Key Backlist

2014

www.ashgate.com/aviation
Aviation 2014

Over the past 40 years, Ashgate has grown to become one of the world’s leading publishing houses. We understand the value of academic research and scholarship, and we are proud of our responsiveness, flexibility, independence and global reach. Our business is driven by a programme of cutting-edge research publications and specialist reference books. All books published within the Ashgate list are subject to peer review by recognised authorities in the field and we strive to work with our authors to make the experience of writing or editing a book as satisfying as possible. We publish over 800 titles a year in Humanities and Social Science subject areas, we have well-established reprint Reference series, and we are the publishers of the highly regarded Variorum series. Over 75% of our titles are published simultaneously in print and ebook editions.

Do you have a book proposal?
Details on how to submit a proposal can be found on our website: www.ashgate.com/authors
Alternatively you can email the Publisher
Guy Loft: gloft@ashgatepublishing.com

Online Catalogue
To view an interactive version of this catalogue, visit our website: www.ashgate.com/cataloguedownload

Keep in touch
There are various ways you can keep in touch with Ashgate. Follow us on Twitter, like us on Facebook and keep up-to-date via the Ashgate blog.

www.twitter.com/AshgateAviation
www.facebook.com/AshgateAviation
blog.ashgate.com
Join us on LinkedIn: Ashgate Aviation

Find out about new books
To keep informed about new books published in your subject area, sign up for our free monthly email update on our website: www.ashgate.com/updates or you can email ashgateupdates@ashgatepublishing.com

Request a review copy
To request a review copy, email Debbie Fattore dfattore@ashgatepublishing.com stating which publication the review will be for.
For journals published in North and South America, email Eleazer Durfee, edurfee@ashgate.com

Inspection copies
Paperbacks marked with this symbol can be requested as inspection copies. To request an inspection copy, email ashgate@bookpoint.co.uk
To request an inspection copy in North or South America, email Suzanne Sprague with your request: ssprague@ashgate.com
At the time of compilation, prices, publication dates and other details in this catalogue are correct to the best of our knowledge, but are subject to change. Up-to-date information is available by searching for the book on our website.

Ashgate Publishing is committed to being an environmentally-friendly publisher. All of our books and marketing materials are produced using sound environmental practices and printed on sustainably sourced paper.

Contents

Aviation Business and Economics 2
Aviation Management 8
Aviation Law, Policy and Regulation 9
ESSENTIAL PAPERBACKS ON AVIATION PULL OUT
Airlines and Airports 11
Human Factors in Aviation 13
Aviation Psychology, Training and Selection 16
Aviation Medicine 18
Aviation Systems and Operations 19
Aviation History 19
Index 20

Contacts and Customer Service Inside Back Cover
Ordering Information Inside Back Cover

Series

Ashgate Studies in Human Factors for Flight Operations 14

Place an order

UK / Rest of World

ashgate@bookpoint.co.uk
+44 (0)1235 827730

North and South America

orders@ashgate.com
+1 800-535-9544

www.ashgate.com
Evolution of International Aviation
Phoenix Rising
THIRD EDITION
Dawna L. Rhoades, Embry-Riddle Aeronautical University, USA

From the previous editions
‘An exceptional book giving a first-rate insight into a wide array of international aviation issues. The reader takes off with the Wrights and navigates through the aviation landscape, past and present, right into the uncertain future. Dr Rhoades writes in a radiant style that makes the book a pleasure to read for everyone interested in the aviation industry: airline executives to students alike.’

Prof. Sveinn Vidar Gudmundsson, Dir. CERMAS – European Centre for Aerospace and Air Transport Research, Toulouse Business School

‘This book provides a detailed analysis of the international aviation industry past, present and future. It is an especially valuable resource given the practical and theoretical insights gained by careful consideration of key strategic issues from multiple stakeholder perspectives. Moreover, the well-crafted prose makes the learning process a pleasure while challenging the reader to appreciate the complexities of the industry’s ever evolving alternatives.’

Professor Paula L. Rechner, California State University-Fresno, USA

‘...a must for anyone who is interested in learning the historical developments of air transport industry, regulation, business environment, and business strategy. It is an excellent reference material for researchers and students since it covers from early history of aviation right up to the new issues (fronting the industry in the post-9/11 world). I recommend this book highly to students, researchers, policy makers, and industry executives.’

Dr. Tae H. Oum, President, the Air Transport Research Society (ATRS), and UPS Foundation Chair in Transport and Logistics, University of British Columbia

‘...this interesting book traces the economic development of international air transport from its beginnings to the present day and then goes on to consider what the future may hold. It is intended for both the interested amateur and the serious student and it can be highly recommended to both.’

The Aerospace Professional

The purpose of this book is twofold. First, it lays out the forces that shaped the international aviation industry and that changed all the rules in the drive for liberalization. Second, it looks at the many interesting and difficult choices ahead that the airline industry in general and the international aviation industry in particular face. These choices include many dichotomies: pulling back from the trend toward liberalization or embracing the liberalization trend, merging in search of profitability or fragmenting the industry in search of economies. These possible futures are explored including the pros and cons of each future from a national, consumer, employer, and employee perspective.

As with the previous two editions, Evolution of International Aviation reviews the historical development of the international aviation system. From this foundation it then provides an updated and expanded account of the current state of the aviation and aerospace industry including profitability, consolidation, and merger activity. New to this edition, the book broadens the coverage of the industry segments – airlines, air cargo, and manufacturing – to include the emerging commercial space sector. It also emphasizes the relationship between aviation and the political process, exploring the sustainability of this mode of transportation in a world of climate change, high oil prices, and political instability.

Because this book is intended for both the interested amateur and the more serious student, references are provided in the text and at the end of each chapter to allow for further in-depth study. The third edition also adds to each chapter a set of learning objectives and a concluding series of questions for discussion.

Key Points

- Provides an overview of issues and trends in international aviation.
- Presents a broader perspective of the entire industry rather than concentrating on airlines.
- The third edition has much new material, dealing with issues such as the effects of the Global Financial Crisis (GFC), the industry’s efforts to consolidate, maintain or achieve profitability, NextGen/Sesar projects in air traffic management, and the EU ETS.
- The book also now features a chapter dedicated to the commercial development of space.

Includes 10 b&w illustrations
November 2014 c. 306 pages
Hardback 978-1-4724-2016-9 c. £35.00 c. $64.95
ebook PDF 978-1-4724-2017-6
ebook ePUB 978-1-4724-2018-3

About the author

Dawna L. Rhoades received a Master of Public Administration with a specialization in Environmental Policy and Natural Resource Management from the University of Washington. She received her Ph.D. in Management from the University of Houston and is currently a professor of strategic management in the College of Business at Embry-Riddle Aeronautical University in Daytona Beach, Florida. She has served as the Undergraduate Program Coordinator, Associate Dean for Research and Graduate Studies, and Graduate Program Coordinator. She is currently the Chair of the Department of Management, Marketing, and Operations in the College.

Her research interests include strategic alliances, regional carrier strategy, and service and safety quality at airlines and airports, intermodal transportation, sustainability, and the strategic and operational issues relating to NextGen air traffic management technology. Her work has appeared in such journals as the Journal of Air Transport Management, Review of Business, Journal of Transportation Management, Journal of Managerial Issues, Managing Service Quality, and the Handbook of Airline Strategy. She is the editor-in-chief for the World Review of Intermodal Transportation Research.
Low cost carriers (LCCs) represent one of the most exciting and dynamic yet often contentious developments in recent commercial aviation history. Formed as a direct result of policies of airline deregulation and liberalisation that were initiated in the United States in the late 1970s before being implemented in certain European, Australasian, Latin American and other world markets from the mid-1990s onwards to encourage competition, LCCs have been responsible for progressively reconfiguring the spatial patterns, operational practices and passenger experiences of flight. In the process, they have enabled growing numbers of people to fly to more places, more frequently, and at lower cost than had been previously possible. In so doing, however, they have generated a number of socio-economic and environmental challenges.

The 23 essays included in this volume provide a detailed insight into the emergence, expansion and evolution of the low cost carrier sector worldwide. The volume covers deregulation and liberalisation of the global airline sector, the business models and operating characteristics of low cost carriers, the changing nature of the airline/airport relationship, LCC network characteristics, issues of pricing and competition and the current impacts and likely future trajectories.
NEW

Aviation Investment

Economic Appraisal for Airports, Air Traffic Management, Airlines and Aeronautics

Doramas Jorge-Calderón, European Investment Bank

‘There are many manuals and cookbooks for the evaluation of investments but surprisingly not one focusing on Aviation. Doramas Jorge-Calderón has made an impressive attempt to fill this gap. The book will be the natural reference guide for those evaluating aviation investments. In addition, the book will be useful for those teaching courses in applied welfare economics at universities and business schools.’

Per-Olov Johansson, Stockholm School of Economics, Sweden

‘This is an excellent book on aviation investment. The book is soundly and clearly written by an author with a thorough theoretical background and deep knowledge of the aviation industry. I have learned and enjoyed reading this book and highly recommend it to anyone interested in the aviation industry or in investment evaluation.’

Ginés de Rus, University of Las Palmas de Gran Canaria and University Carlos III de Madrid, Spain

Aviation Investment uniquely addresses investment appraisal methods across the key industries that make up the aviation sector, including the airports, air traffic management, airline and aircraft manufacturing – or aeronautical – industries. It is a practice-oriented book where methods are presented through realistic case studies. The emphasis is on economic appraisal, or cost-benefit analysis, in order to determine the viability of projects not only for private investors but for society as a whole. Financial (cash flow) appraisal is illustrated alongside economic appraisal, as the latter builds on the former, but also to show how economic appraisal enhances standard financial appraisal to determine the long-term sustainability of any investment.

Aviation is a capital-intensive sector that is growing rapidly, with world traffic expected to double over the next 15 years or so. A great deal of economic appraisal of investment projects takes place already, as aviation is subject to government intervention through economic regulation and financial support, and as both investors and policy makers seek to understand issues such as how environmental legislation may impact the viability of projects not only for private investors but for society as a whole. Financial (cash flow) appraisal is illustrated alongside economic appraisal, as the latter builds on the former, but also to show how economic appraisal enhances standard financial appraisal to determine the long-term sustainability of any investment.

Aviation Investment offers all aviation sub-sectors a single-source reference, bringing together the theoretical background of the economic appraisal literature and aviation investment in practice. It is written in a style that is accessible to non-academic professionals, using formulae only where strictly necessary to enable practical applications, and benefits from the substantial practical experience of the author.

About the author

Doramas Jorge-Calderón is a Senior Economist at the European Investment Bank (EIB), the project financing bank of the European Union, based in Luxembourg. He has been appraising investments for 15 years, many of which in the aviation sector, across Europe, Africa and Asia-Pacific. Prior to his position at the EIB he worked on economic regulation and competition policy with consultants National Economic Research Associates (NERA) in London. He holds a doctorate in transport economics from Leeds University, and has written a number of papers for academic and practitioner publications on investment appraisal, demand analysis and industrial organisation in the aviation sector.

Contents

Preface;
Introduction;
Identifying benefits;
The basic framework; Airports;
Air traffic management; Airlines; Aeronautics;
Concluding remarks;
References;
Index.
COMING SOON

Air Transport in the Asia Pacific
Edited by David Timothy Duval, University of Winnipeg, Canada

Air transport in the Asia Pacific has undergone significant transformation in the last three decades. What was once a region in the shadow of larger and more prosperous continents such as North America and Europe is now at the forefront of expansion in commercial air-service networks, frequency and capacity, and the overall growth in the contribution of air transport to economies on regional and, in many cases, individual country levels. Despite this, it represents an area that is generally under-represented in the commercial air-transport academic literature. Air Transport in the Asia Pacific seeks to fill this gap.

Against this context, the aim of the volume is to offer a contemporary snapshot of current academic research into commercial air transport in the Asia Pacific. While one volume cannot realistically address the complete range of identifiable issues, this book provides timely, specific and research-based studies authored by leading academics and practitioners.

About the editor
David Timothy Duval is Associate Professor in the Faculty of Business and Economics at the University of Winnipeg. He is also Honorary Associate Professor in the School of Business at the University of Otago (where he was employed from 2001 to 2010) and a Senior Visiting Fellow in the School of Aviation at the University of New South Wales. David’s main research interests are in the areas of aviation management and international regulatory environments and has published in the areas of aeropolitics, the economics of international aviation emissions and the relationship between regulation and competition in international civil aviation.

Includes 28 b&w illustrations
October 2014 c. 272 pages
Hardback 978-1-4094-5406-9 c. £65.00 c. $119.95
ebook PDF 978-1-4094-5407-6
ebook ePUB 978-1-4724-0489-3
www.ashgate.com/isbn/9781409454069

Key Points
• Offers a wealth of material on an important area that is under-represented in air-transport academic literature.
• Contains a broad collection of timely, specific and research-based studies authored by leading academics and practitioners.

Airline Finance
FOURTH EDITION
Peter S. Morrell, Air Transport Economics and Planning, UK

‘Airline Finance is a handy resource guide for either the security analyst assigned to follow the airline industry or for an aviation executive who needs to implement financial strategies intended to increase shareholder wealth.’

Airlines

Revised and updated in its fourth edition, this internationally renowned and respected book provides the essentials to understanding all areas of airline finance. Designed to address each of the distinct areas of financial management in an air transport industry context, it also shows how these fit together, while each chapter and topic provides a detailed resource which can be also consulted separately.

Supported at each stage by practical airline examples, it examines the financial trends and prospects for the airline industry as a whole, contrasting the developments for the major regions and airlines. Important techniques in financial analysis are applied to the airline industry, together with critical discussion of key issues.

Thoroughly amended and updated throughout, the fourth edition reflects the many developments that have affected the industry, with a particular emphasis on the full impact of the global banking and sovereign debt crises. This edition also features new material discussing the increased airline mergers and acquisitions (M&A) activity of recent years, and considers the likelihood of further consolidation in the future.

The book is a key resource for students of airline management, and a sophisticated and authoritative guide for analysts in financial institutions and consultancies, executives in airlines and related industries, and civil aviation departments.

Includes 27 b&w illustrations
May 2013 328 pages
Paperback 978-1-4094-5278-2 $30.00 $54.95
Hardback 978-1-4094-5279-9 $70.00 $124.95
ebook PDF 978-1-4094-5280-5
ebook ePUB 978-1-4724-7415-9
www.ashgate.com/isbn/9781409452782

Key Points
• Remains the definitive work on all aspects of finance within the international air transport industry.
• Features new material discussing the impact of the global economic crisis and increased M&A activity.
Aviation Business and Economics

Aviation Markets

Studies in Competition and Regulatory Reform

David Starke

Aviation Markets: Studies in Competition and Regulatory Reform is a collection of 17 papers selected from David Starke’s extensive writings over the last 25 years. Previously published material has been extensively edited and adapted, and combined with new material, published here for the first time. The book is divided into five sections, each featuring an original overview chapter, to better establish the background and also explain the papers’ wider significance including, wherever appropriate, their relevance to current policy issues.

April 2008 246 pages
Paperback 978-0-7546-7388-0 £30.00 $59.95
Hardback 978-0-7546-7386-6 £70.00 $124.95
www.ashgate.com/isbn/9780754673880

Foundations of Airline Finance

Methodology and Practice

Bijan Vasigh, Embry-Riddle Aeronautical University, USA, Ken Fleming, Aviation Consulting Group, USA and Liam MacKay, Continental Airlines, USA

‘It is difficult to think of an industry so crucial to the promise of mankind’s future or so fraught with difficulty as the air transportation industry. What was once a stable, reliable and predictable industry has emerged into one of the most competitive, chaotic and unpredictable in the post-industrial age. In the midst of all these challenges there is little doubt that the survivors will be those airlines who master the complexities of both the capital and revenue markets. This textbook is a great companion to Introduction to Air Transport Economics and I recommend it to students, scholars and practitioners who recognize that practicing cutting-edge financial management in the air transportation industry is essential.’

Daniel L. Petree, Embry-Riddle Aeronautical University, USA

Foundations of Airline Finance: Methodology and Practice is a textbook that comprehensively covers, at a basic level, all aspects of the subject, bringing together many of the numerous and informative articles and institutional developments that have characterized the field of airline finance in the previous two decades.

The book is of greatest value to students who are contemplating entering financial management in the air transportation industry; however, the text also serves as an accessible and comprehensive resource for industry professionals.

August 2008 444 pages
Paperback 978-0-7546-7770-3 £30.00 $49.95
Hardback 978-0-7546-7769-7 £85.00 $154.95
www.ashgate.com/isbn/9780754677703

Liberalization in Aviation

Competition, Cooperation and Public Policy

Edited by Peter Forsyth, Monash University Australia, David Gillen, University of British Columbia, Canada, Kai Hüsschelrath, ZEW Centre for European Economic Research, Germany, Hans-Martin Niemeier, Bremen University of Applied Sciences, Germany and Hartmut Wolf, Friesburg University of Applied Sciences, Germany

‘The airline industry has both facilitated and benefited from the globalization resulting from trade liberalization in the past 60 years. Yet aviation itself remains far from being completely liberalized. Despite the economic benefits resulting from the liberalization that has taken place there are many political barriers hindering further progress. The importance of this book is the rigorous insight it gives into a wide range of aviation liberalization issues by gathering together the work of the key scholars in this field. This is a book of policy relevance that should be read by regulators as well as academics.’

Brian Pearce, Chief Economist, International Air Transport Association, Geneva and Visiting Professor Cranfield University Department of Air Transport, UK

The transition from regulated to liberalized industries has attracted a substantial amount of research which can be distilled to three main questions: 1. What are the forces that have given rise to regulatory reform? 2. What is the structure of the regulatory change which has occurred to date and is likely to occur in the immediate future? 2. What have been the effects of the reforms on industry efficiency, prices and profits? Liberalization in Aviation brings together academics and practitioners from around the world to address these questions and draw policy conclusions.

Includes 115 b&w illustrations
July 2013 488 pages
Hardback 978-1-4094-5484-1 £75.00 $129.95
ebook PDF 978-1-4094-5991-7
Hardback 978-1-4094-5488-5 £30.00 $49.95
ebook PDF 978-1-4094-5992-8
www.ashgate.com/isbn/9781409454878

Aviation and Tourism

Implications for Leisure Travel

Edited by Anne Graham, University of Westminster, UK, Andreas Papatheodorou, University of the Aegean, Greece and Peter Forsyth, Monash University, Australia

This book deals exclusively with issues related to the relationship between aviation and leisure travel. It does this with an analysis of the theoretical concepts relevant to the subject area combined with a detailed investigation of current practice within the aviation and tourism industries.

Each chapter is illustrated with case study material that will reinforce the understanding of the issues that are being examined.

August 2008 378 pages
Paperback 978-1-4094-0149-0 £20.00 $34.95
Hardback 978-1-4094-0147-6 £75.00 $150.00
ebook PDF 978-1-4094-0148-3
www.ashgate.com/isbn/9781409401490

Introduction to Air Transport Economics

From Theory to Applications

SECOND EDITION

Bijan Vasigh, Embry-Riddle Aeronautical University, USA, Ken Fleming, Embry-Riddle Aeronautical University, USA and Thomas Tucker, Embry-Riddle Aeronautical University, USA

‘This is the book for anyone who wants to know what drives the behavior in air transport markets, of customers, suppliers, the airlines themselves, and even the governments that regulate the industry. Bijan Vasigh, Ken Fleming, and Thomas Tucker showed, in the first edition of this book, that looking at the air transport industry with an economist’s perspective gives the reader important insights into many of the issues that make aviation so fascinating. We are given the opportunity to see through the eyes of three distinguished economists, from one of the leading universities specializing in aviation. This opportunity will be well worth taking in this second edition.’

Brian Pearce, International Air Transport Association, Switzerland. From the Foreword to the second edition

Here is a comprehensive textbook that applies economic theory to all aspects of the aviation industry. Extensively updated throughout, it features new coverage of macroeconomics for managers, expanded analysis of modern revenue management and pricing decisions, and also reflects developments that have occurred since the original publication. Instructors will find this edition easier to use in class, and suitable for a wider variety of undergraduate or graduate course structures. Industry practitioners will find it more intuitively organized and user friendly.

Includes 143 b&w illustrations
January 2013 512 pages
Paperback 978-1-4094-5487-8 £30.00 $49.95
Hardback 978-1-4094-5486-1 £85.00 $160.00
ebook PDF 978-1-4094-5485-4
ebook ePub 978-1-4094-5202-6
www.ashgate.com/isbn/9781409454878

Aviation Marketing and Management

SEVENTH EDITION

Stephen Shaw, SSA Ltd, Oxfordshire, UK

‘For airlines throughout the world, the major issue over the last few years has been the achievement of profitable revenue. Stephen Shaw’s excellent book is now updated in its seventh edition to cover the difficulties of the last few years and demonstrate solutions. It is a most valuable read for those who are involved in increasing sales and income in every aspect of airline activities.’

Roger Wootton, City University, London, UK

Aviation Marketing and Management examines the principles of marketing and demonstrates the ways in which these principles can be applied to today’s airline industry. It has been thoroughly updated and expanded for this seventh edition, to keep pace with changes affecting the industry. Written in a straightforward, easy-to-read style and combining up-to-date and relevant examples drawn from the worldwide aviation industry, this new edition will further enhance the book’s reputation for providing the ideal introduction to the subject.

Includes 4 b&w illustrations
July 2011 398 pages
Paperback 978-1-4094-0149-0 £20.00 $34.95
Hardback 978-1-4094-0147-6 £75.00 $150.00
ebook PDF 978-1-4094-0148-3
ebook ePub 978-1-4094-8668-8
www.ashgate.com/isbn/9781409401490
The Low Cost Carrier Worldwide
Edited by Sven Gross, Hochschule Harz – University of Applied Sciences, Germany and Michael Lück, AUT University, New Zealand

Low cost carriers have often introduced new operational parameters to an industry already famous for its margins, regulation and significant cost structures. Gross and Lück have marvelously pulled together authors from around the world for a global treatment of business models that have stood the test of time, yet continue to innovate and surprise.’

David Duval, University of Winnipeg, Canada

This volume provides the first comprehensive overview of developments, the legal framework and the current situation of the low-cost carrier phenomenon across the globe. It contains a dozen chapters, each dedicated to a region, all written by highly experienced and renowned experts from around the world. The Low Cost Carrier Worldwide is written primarily for upper-level undergraduate and postgraduate students, as well as researchers and practitioners within the fields of aviation, transport and tourism.

Includes 40 b&w illustrations

August 2013
262 pages
Hardback 978-1-4094-3266-5 £65.00 £119.95

www.ashgate.com/isbn/9781409402527

Managing the Skies
Public Policy, Organization and Financing of Air Traffic Management
Clinton V. Oster Jr, Indiana University, Bloomington, USA and John S. Strong, The College of William and Mary, USA

Managing the Skies provides a guide to what has been tried in air traffic management, what has worked, and what lessons might be learned. Special attention is given to the FAA and its efforts and challenges in reforming ATC in the US, both historically and in the current climate. The book contains in-depth case studies to provide a truly global perspective of ATC practices.

December 2007
234 pages
Hardback 978-0-7546-7045-2 £65.00 £109.95

www.ashgate.com/isbn/9780754670452

Moving Boxes by Air
The Economics of International Air Cargo
Peter S. Morrell, Cranfield University, UK

‘Air cargo deserves far greater recognition of its role in the profitability of airlines, and in the global distribution of goods and the spread of the benefits of globalization. A book such as Moving Boxes by Air is therefore a highly welcome addition to the published material covering this aspect of the industry, and provides a fresh analysis and insights. It includes a good overview of the market (customers, commodities and suppliers), of the state of the industry, and of the key issues faced. It is especially relevant to see a balanced chapter on air cargo and the environment, as this topic is still relatively unexplored.’

Oliver Evans, Chief Cargo Officer, Swiss International Air Lines Ltd

Air cargo is a key element of the global supply chain. It allows outsourcing of manufacturing to other countries and links production in both multinational and smaller enterprises. Featuring expert analysis and worked examples to enhance understanding, Moving Boxes by Air offers a comprehensive and up-to-date guide to the business and practices of air cargo, with a chapter dedicated to each key issue, such as: current trends, market characteristics, regulation, airport terminal operations, pricing and revenues, and environmental impacts.

Includes 47 b&w illustrations

September 2011
352 pages
Hardback 978-1-4094-0252-7 £65.00 £99.95

ebook PDF 978-1-4094-0253-4
ebook ePUB 978-1-4094-8676-3

www.ashgate.com/isbn/9781409402527

Stormy Skies
Airlines in Crisis
Paul Clark, Managing Director, Through The Looking Glass, Canada and UK

‘This is a stimulating book about the complexity, profitability (or, rather, non-profitably) and management of international airlines. The author has included anecdotes from his own experiences and written in a lucid, thought-provoking way that will encourage a wider interest in an industry that provides much benefit to world economic activity.’

Roger Wootton, City University London, UK

As the airline industry struggles to extricate itself from its latest crisis, the time has come to examine the fundamentals of airline business strategy in a more innovative way and find answers to the questions, “What went wrong?” and “Why didn’t we see it coming?” Stormy Skies captures the key issues that determine a viable airline industry in an increasingly globalised world and calls for more radical business thinking to ensure that mistakes are avoided in future.

September 2010
178 pages
Hardback 978-0-7546-7887-8 £40.00 £79.95

ebook PDF 978-0-7546-7976-5
ebook ePUB 978-1-4094-8639-8

www.ashgate.com/isbn/9780754678878

Straight and Level
Practical Airline Economics
Third Edition
Stephen Holloway

This third edition of Straight and Level thoroughly updates the previous edition with extensive case studies and new and revised cases from 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.

October 2008
614 pages
Paperback 978-0-7546-7258-6 £30.00 £49.95
Hardback 978-0-7546-7256-2 £100.00 £180.00

ebook PDF 978-0-7546-9090-0
ebook ePUB 978-1-4094-8579-7

www.ashgate.com/isbn/9780754672586

Also of Interest
The Geographies of Air Transport
Edited by Andrew R. Goetz, University of Denver, USA and Lucy Budd, University of Loughborough, UK

Transport and Mobility
‘The Geographies of Air Transport provides a timely and inclusive overview of the socio-economic, cultural and environmental ramifications of commercial aviation and aeromobility. An international array of contributors expertly interweave theoretical and empirical perspectives to provide a global analysis of this key industry.’

Brian Graham, University of Ulster, UK

Making a detailed contribution to geographies of air transport and aeromobility, this book examines the practices and processes that produce particular patterns of air transport provision both regionally and globally. In so doing, it updates the seminal contributions of Eva Taylor (1945), Kenneth Sealy (1977), Brian Graham (1995) to the study of air transport geography. Leading scholars in the field offer a unique insight into the key developments that have occurred in the field and the implications that these developments have had for geography, geographers, and global patterns of past, present and future air transport.

Includes 36 b&w illustrations

July 2014
290 pages
Hardback 978-1-4094-5331-4 £65.00 £109.95

ebook PDF 978-1-4094-5332-1
ebook ePUB 978-1-4094-8530-2

www.ashgate.com/isbn/9781409453314

Ebooks
Over 4000 Ashgate and Gower titles are available as ebooks. We do not sell directly, however there are several, easy to use, purchase options available to libraries and individuals. Visit www.ashgate.com/ebooks for more information.
Designing and Executing Strategy in Aviation Management
Trianta G. Flouris, York College / CUNY, USA and Sharon L. Oswald, Auburn University, USA

Designing and Executing Strategy in Aviation Management is designed to provide an intensely practical guide to this critically important topic. Comprehensive in coverage and easy-to-read in style, it allows both professionals and students to understand the principles and practicalities of crafting and executing business strategies with an aviation context.

Includes 19 b&w illustrations
February 2006 208 pages
Hardback 978-0-7546-3618-2 £40.00 $79.95
ebook PDF 978-0-7546-8133-5
ebook ePUB 978-1-4094-6305-4
www.ashgate.com/isbn/9780754636182

Ethical Issues in Aviation
Edited by Elizabeth A. Hoppe, Lewis University, USA

‘Elizabeth Hoppe’s book and a course in ethics could benefit every pilot. As the first female pilot at Aloha Airlines in the late 1970s, discrimination, deliberately inadequate training, and bullying were the norm. Also, experiencing a commercial airline accident as the First Officer on Aloha Airlines Flight 243, I lived and observed first hand many of the issues discussed throughout this book. I had a hard time putting the book down and wanted more chapters when it ended. I highly recommend this book for all aviation employees.’

Madeline ‘Mimi’ Tompkins, First Officer, Hawaiian Airlines

Ethical Issues in Aviation focuses on current concerns and trends, to reflect the changes that have occurred in this deregulated era.

The book provides the reader with an overview of the major themes in civil aviation ethics. It begins with theoretical frameworks, followed by sections on the business side of aviation, employee responsibility, diversity in aviation, ground issues regarding airports, air traffic control and security, as well as health and the environment.

May 2011 314 pages
Hardback 978-1-4094-1786-6 £60.00 $99.95
ebook PDF 978-1-4094-1787-3
ebook ePUB 978-1-4094-8661-9
www.ashgate.com/isbn/9781409417866

European Air Traffic Management Principles, Practice and Research
Edited by Andrew Cook, University of Westminster, UK

European Air Traffic Management: Principles, Practice and Research is a single source of reference on the key subject areas of ATM within Europe. It brings together material that was previously unobtainable, hidden within impenetrable technical documents or dispersed across disparate sources.

The book will appeal to both aviation academics and practitioners, equally for those whose area of expertise is outside of ATM but want well-written sources of reference for related ATM subjects, as for those wishing to broaden existing knowledge.

December 2007 278 pages
Hardback 978-0-7546-7295-1 £65.00 $119.95
www.ashgate.com/isbn/9780754672951
Absent Aviators
Gender Issues in Aviation
Edited by Donna Bridges, Charles Sturt University, Australia, Jane Neal-Smith, London Metropolitan Business School, UK and Albert J. Mills, St Mary’s University, Canada

‘Absent Aviators is a must read for anyone with an interest in the gendered history, structure and culture of this fascinating industry. It is predicted that over 400,000 new pilots will be needed within the next two decades to meet increasing demand. Against this background, the contributors to this timely book ask, why are women so under-represented in commercial airline piloting, and what can be done to address this problem?’

Melissa Tyler, University of Essex, UK

The objective of this book is to present a number of related chapters on the subject of gender issues in the workplace of the aviation industry. More specifically, the chapters address the continuing shortfall in the number of women pilots in both civilian and military aviation. Considerable research has been carried out on gender issues in the workplace and, for example, women represent about 10% of employees in engineering. This example is often used to show that the consequences of gender discrimination are embedded and difficult to overcome in masculine-dominated occupations. However, women represent only 5-6% of the profession of pilot. Clearly there are many factors which mitigate women seeking to become pilots. The chapters within this volume raise both theoretical and practical issues, endeavouring to address the imbalance of women pilots in this occupation.

Absent Aviators consolidates a diverse range of issues from a number of authors from Australia, Austria, the United States, Canada, South Africa and the United Kingdom. Each of the chapters is research-based and aims to present a broad picture of gender issues in aviation, gendered workplaces and sociology, underpinned by sound theoretical perspectives and methodologies. One chapter additionally raises issues on the historical exclusion of race from an airline. The book will prove to be a valuable contribution to the debates on women in masculine-oriented occupations and a practical guide for the aviation industry to help overcome the looming shortfall of pilots. It is also hoped it will directly encourage young women to identify and overcome the barriers to becoming a civilian or military pilot.

Includes 4 b&w illustrations

September 2014
320 pages
Hardback 978-1-4724-3338-1 £70.00
£119.95
ebook PDF 978-1-4724-3339-8

ebook ePUB 978-1-4724-3340-4

www.ashgate.com/isbn/9781472433381

Air Transport and the Environment
Ben Daley, School of Oriental and African Studies (SOAS), UK

‘This is a thorough and very readable review of the environmental and social impacts of aviation, as both the industry and policymakers struggle to reconcile aviation growth with environmental limits. For those wanting a concise but detailed understanding of the issues and literature, this book is a very good place to start.’

Paul Upham, University of Manchester, UK

Air Transport and the Environment provides an overview of the main issues relating to aviation environmental impacts. It explains the challenge facing policymakers in terms of sustainable development, focusing on the importance of balancing the industry’s economic, social and environmental costs and benefits, both for people living now and for future generations. Individual chapters review the current scientific understanding of the main aviation environmental impacts: climate change, local air pollution and aircraft noise. Various responses to those issues are also considered, including a range of policy options based on regulatory, market-based and voluntary approaches. Key concepts such as environmental capacity, radiative forcing and carbon offsetting are explained. In addition, the book emphasises the main implications of aviation environmental issues for policymakers and for the management of the air transport industry.

Debates about the environmental impacts of flying often generate strongly polarised reactions, yet this book adopts a constructive approach to the subject and attempts to present the environmental issues in a clear, straightforward manner. It aims to provide a policy-relevant synthesis of a wide range of perspectives rather than advocating one particular viewpoint. Yet the central purpose of this book is to bring the sustainable development challenge facing the air transport industry to the fore, and so to inform effective policy responses. Air transport plays a critical role in supporting economies and societies that are increasingly interconnected by globalisation; this book presents the view that the vital economic and social benefits of the air transport industry should not be lost – and in fact could be distributed far more widely and equitably – but that the environmental impacts of air transport nevertheless require urgent and effective management. Air Transport and the Environment has been written primarily for professionals in the air transport industry, policymakers and regulators. It is also intended for use by academic researchers, students and others who are interested in the complex relationship between air transport and the environment.

November 2010
274 pages
Hardback 978-0-7546-7286-9 £39.95
$74.95
ebook PDF 978-0-7546-9089-4
ebook ePUB 978-1-4094-8647-3

www.ashgate.com/isbn/9780754672869

Key Points
• Explores gender issues within the workplace of the aviation industry.
• Addresses the continuing shortfall in the number of women pilots in both civilian and military aviation.
• Raises both theoretical and practical issues, endeavouring to address the imbalance of female representation within the pilot community.

Key Points
• Unique collation of current research relating to environmental impacts of air transport.
• Based on direct research from several major projects.
International Aviation Law
A Practical Guide
Ronald I.C. Bartsch, AvLaw International Aviation Consultants, Australia

“This publication is a “must have” for the dedicated aviation practitioner including pilots, aircraft engineers, airport operators, air traffic controllers and aviation insurers. In saying that, others, such as students studying aviation law who are passionate about this ever changing industry would also find International Aviation Law beneficial.”

Graham Thomas, Training Captain B777/787, UK

International Aviation Law: A Practical Guide explains the international context and application of the law as it applies to commercial and recreational aviation, and to the broader aviation environment. It provides a comprehensive introduction to all aspects of aviation law from criminal law to contract law to the legal duties and responsibility of aircrew and other aviation personnel including airport operators, air traffic controllers and aircraft engineers. Each area of the law is clearly explained in accessible language and supported with practical case studies to illustrate the application of the law within an operational aviation context. It also provides advice on how to avoid or minimize legal liability for aviation practitioners and enthusiasts.

Includes 18 b&w illustrations
December 2012 380 pages
Hardback 978-1-4094-3287-6 £65.00 $109.95

ebook PDF 978-1-4094-3288-3

ebook ePUB 978-1-4094-7197-4

www.ashgate.com/isbn/9781409432876

Key Points
- Comprehensive and accessible guide to aviation law, with a truly international perspective.
- Written in clear and accessible language for the non-expert.

Flying in the Face of Criminalization
The Safety Implications of Prosecuting Aviation Professionals for Accidents
Sofia Michaelides-Mateou, University of Nicosia, Cyprus and Andreas Mateou, Cyprus Airways, Cyprus

“The authors argue that criminal prosecution of individuals for omissions and negligent actions, as opposed to actions based on intent or willfulness, which are the usual criminal standards, is chilling and potentially dangerous. What individual faced with possible criminal prosecution, especially in countries of questionable process, would voluntarily open up and tell “the whole truth”? Here, we are given many examples of problems with competing jurisdictions, evidence battles, incarceration of individuals and wrestling matches between agencies within a single nation and between nations. In short, it’s a mess.”

Times Higher Education

Two parallel investigations take place after every aviation accident: one technical, one judicial. The former must be conducted with the sole intention of making safety recommendations to prevent the recurrence of similar accidents. The judicial investigation, however, has the intention of identifying those parties that have been at fault and to apportion blameworthiness for criminal and civil liability. Consequently, this results in a predicament for those parties that have been identified as having played a role in the accident, a dilemma between not supplying information aimed at enhancing safety and preventing future accidents and, on the other hand, supplying such information which may possibly be used against them in subsequent criminal prosecution. The situation is compounded by inconsistent approaches between different legal systems; aviation professionals may find themselves faced with criminal charges in one country but not in another, and they may also be unsure as to whether statements given during the technical investigation could be used against them in a court of law. Aviation safety is, to a large extent, built upon the trust placed by pilots, ATCOs and other aviation professionals in the process of accident investigation. This book examines the growing trend to criminalize these same people following an accident investigation and considers the implications this has for aviation safety.

November 2010 234 pages
Hardback 978-1-4094-0767-6 £65.00 $119.95
ebook PDF 978-1-4094-0768-3
ebook ePUB 978-1-4094-0769-0

www.ashgate.com/isbn/9781409407676

Exclusive rewards for subscribers

Sign up to our e-mail subscriber service and take advantage of exclusive discounts, promotions and access to free content. We will also tell you about every new book as it is published in your subject area.

Visit www.ashgate.com/updates to sign up or scan the QR code and we will do the rest. Don’t miss out on a single offer — they change every month!

You can also sign up to the monthly librarians’ update which lists all titles published by Ashgate, Gower and Lund Humphries.
Airline Marketing and Management
SEVENTH EDITION
Stephen Shaw, SSA Ltd, Oxfordshire, UK

Overall, with the textual changes made and topics added, Shaw has ensured the latest edition of his book remains one of the leading textbooks on airline management and product planning.

Airlines, e-zine

Airline Marketing and Management examines the principles of marketing and demonstrates the ways in which these principles can be applied to today's airline industry. It has been thoroughly updated and expanded for this seventh edition, to keep pace with changes affecting the industry. Written in a straightforward, easy-to-read style and combining up-to-date and relevant examples drawn from the worldwide aviation industry, this new edition will further enhance the book's reputation for providing the ideal introduction to the subject.

Includes 4 b&w illustrations

July 2011
378 pages
Paperback 978-1-4094-0148-3 £20.00
ebook PDF 978-1-4094-0149-0 £34.95

www.ashgate.com/isbn/9781409401490

Aviation and Tourism
Implications for Leisure Travel
Edited by Anne Graham, University of Westminster, UK, Andreas Papatheodorou, University of the Aegean, Greece and Peter Forsyth, Monash University, Australia

This book deals exclusively with issues related to the relationship between aviation and leisure travel. It does this with an analysis of the theoretical concepts relevant to the subject area combined with a detailed investigation of current practice within the aviation and tourism industries. Each chapter is illustrated with case study material that will reinforce the understanding of the issues that are being examined.

March 2010
408 pages
Paperback 978-1-4094-0232-9 £35.00
ebook PDF 978-0-7546-9248-5 £69.95

ebook ePUB 978-1-4094-8574-2

www.ashgate.com/isbn/9781409402329

Bestseller
Air Transportation
A Management Perspective
SEVENTH EDITION
John G. Wensveen, Airline Visions, Arlington, USA

Overall, this is a successful examination of airmanship, and a useful attempt to set out defined standards in key areas for learning and development.

The Aerospace Professional

Now in its Seventh Edition, Air Transportation: A Management Perspective by John Wensveen is a proven textbook that offers a comprehensive introduction to the theory and practice of air transportation management.

Includes 58 b&w illustrations

November 2011
894 pages
Paperback 978-1-4094-3064-3 £69.95
ebook PDF 978-1-4094-3063-6

ebook ePUB 978-1-4094-8608-4

www.ashgate.com/isbn/9781409430636

Airline Finance
FOURTH EDITION
Peter S. Morrell, Air Transport Economics and Planning, UK

“The Fourth Edition of Dr. Peter Morrell’s Airline Finance is required reading for anyone looking to understand the financial complexities of aviation. His use of real-world examples, taken from airlines’ annual reports, renders the work interesting, insightful and relevant, and his explanation of what everything means and how it all fits together is world-class. Look no further for real expertise in aviation finance. Well done, Peter!”

John Slosar, Chief Executive, Cathay Pacific Airways Ltd

Thoroughly amended and updated throughout, the fourth edition reflects the many developments that have affected the industry, with a particular emphasis on the full impact of the global banking and sovereign debt crises. This edition also features new material discussing the increased airline mergers and acquisitions (M&A) activity of recent years, and considers the likelihood of further consolidation in the future.

Includes 27 b&w illustrations

May 2013
328 pages
Paperback 978-1-4094-5278-2 £30.00
ebook PDF 978-1-4094-5280-5

ebook ePUB 978-1-4094-1415-9

www.ashgate.com/isbn/9781409452782

Ebooks
Over 4000 Ashgate and Gower titles are available as ebooks.
We do not sell directly, however there are several, easy to use, purchase options available to libraries and individuals.
Visit www.ashgate.com/ebooks for more information.
Aeromedical Transportation
A Clinical Guide
SECOND EDITION
T. Martin, Royal Hampshire County Hospital Winchester, UK
The only book devoted entirely to the principles of aeromedical transport, this second edition has been radically revised and updated. A very practical text, international in its approach, much of its content is devoted to clinical matters. The text is suitable for medical, paramedical and nursing personnel and for those working in organizations whose duties include the transportation of the sick and injured by air.
Includes 50 b/w illustrations
December 2006
312 pages
Paperback
978-0-7546-4148-3
£35.00
£99.95
www.ashgate.com/isbn/9780754641483

Aircraft Command Techniques
Gaining Leadership Skills to Fly the Left Seat
Sai J. Fallucco
Aircraft Command Techniques is a comprehensive examination of the characteristics of the experienced captain. Offering a wealth of practical guidance, it is an ideal platform for pilots or indeed, anyone interested in how leadership and management skills are used to achieve excellence.
July 2002
228 pages
Paperback
978-0-7546-1835-5
£30.00
£45.95
www.ashgate.com/isbn/9780754618355

The Airline Training Pilot
SECOND EDITION
Tony Smallwood
A comprehensive working guide, offering new techniques to training, learning and teaching in the airline environment. Focusing attention how to improve overall training effectiveness and efficiency.
This book is aimed at everybody interested in improving their own standards and performance with special emphasis on learning/training/teaching methods and techniques. Essential reading for all airline and student pilots.
September 2000
346 pages
Paperback
978-0-7546-1413-5
£30.00
£69.95
www.ashgate.com/isbn/9780754614135

Aviation Psychology in Practice
Edited by Neil Johnston, Nick McDonald and Ray Fuller
Seeks to extend the boundaries of aviation psychology into two interrelated ways: by broadening the focus of aviation psychology beyond the flight deck to the whole aviation system; and by discussing new theoretical developments which are shaping this applied discipline. A key feature of these theoretical advances is that they are grounded in a more developed, ecologically valid understanding of practice.
May 1997
390 pages
Paperback
978-0-85401-433-7
£40.00
£79.95
www.ashgate.com/isbn/9780854014337

Beyond Aviation Human Factors
Safety in High Technology Systems
Daniel E. Maurino, James Reason, Neil Johnston and Rob B. Lee
A systemic organizational approach to safety can replace the hitherto piecemeal approaches. The book uses four linked case studies to enable readers to achieve this. It introduces Reason’s Model, applies it to the flight deck, aviation maintenance and air traffic control environment and suggests a set of practical tools for accident prevention.
September 1995
192 pages
Paperback
978-1-85067-927-8
£30.00
£49.95
www.ashgate.com/isbn/9781850679278

Culture at Work in Aviation and Medicine
National, Organizational and Professional Influences
Robert L. Helmreich and Ashleigh C. Merritt
In this book the authors report the results of their ongoing exploration of the influences of culture in two professions – aviation and medicine. Within these two environments, they show the effects of professional, national and organizational cultures on individual attitudes, values and team interactions.
October 2001
332 pages
Paperback
978-0-7546-1904-8
£30.00
£59.95
www.ashgate.com/isbn/9780754619048

Fatigue in Aviation: A Guide to Staying Awake at the Stick
John A. Caldwell, Jr. and J. Lynn Caldwell
Consultants for Fatigue Management in Military Aviation, Commercial/Civilian Air Operations, and Emergency Air-Ambulance Services
STUDIES IN AVIATION PSYCHOLOGY AND HUMAN FACTORS
This overview of fatigue includes fatigue definitions, the measurement / assessment of fatigue, and the performance, mood and safety problems associated with fatigue in the operational setting. The physiological bases of fatigue are discussed, so the reader understands that fatigue is a physiological phenomenon that is not “just a state of mind”. It also offers scientifically-valid countermeasures and data to provide readers with a “toolbox” from which they can choose solutions to fatigue-related problems.
November 2003
110 pages
Paperback
978-0-7546-3300-6
£30.00
£54.95
www.ashgate.com/isbn/9780754633006

Aviation Human Factors

Foundations of Airline Finance: Methodology and Practice
Bijan Vasigh, Embry-Riddle Aeronautical University, USA, Ken Fleming, Embry-Riddle Aeronautical University, USA, and Thomas Tucker, Embry-Riddle Aeronautical University, USA
This is a textbook that comprehensively covers, at a basic level, all aspects of the subject, bringing together many of the numerous and informative articles and institutional developments that have characterized the field of airline finance in the previous two decades.
The book is of greatest value to students who are contemplating entering financial management in the air transportation industry; however, the text also serves as an accessible and comprehensive reference for industry professionals.
August 2010
444 pages
Paperback
978-0-7546-7770-3
£30.00
£49.95
www.ashgate.com/isbn/9780754677703

Introduction to Air Transport Economics
From Theory to Applications
SECOND EDITION
Bijan Vasigh, Embry-Riddle Aeronautical University, USA, Ken Fleming, Embry-Riddle Aeronautical University, USA, and Thomas Tucker, Embry-Riddle Aeronautical University, USA
‘Readers of this book will find sufficient information and economic analyses to help them get an in-depth understanding of the industry and its operations.’ CRN
Here is a comprehensive textbook that applies economic theory to all aspects of the aviation industry. Extensively updated throughout, it features new coverage of macroeconomics for managers, expanded analysis of modern revenue management and pricing decisions, and also reflects developments that have occurred since the original’s publication. Instructors will find this edition easier to use in class, and suitable for a wider variety of undergraduate or graduate course structures. Industry practitioners will find it more intuitively organized and user friendly.
Includes 143 b/w illustrations
January 2013
512 pages
Paperback
978-1-4094-5487-8
£30.00
£49.95
ebook PDF
978-1-4094-5488-5
ebook ePUB
978-1-4724-0024-6
www.ashgate.com/isbn/9781409454878

Straight and Level
Practical Airline Economics
THIRD EDITION
Stephen Holloway
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.
October 2008
614 pages
Paperback
978-0-7546-7258-6
£30.00
£49.95
ebook PDF
978-0-7546-8959-0
ebook ePUB
978-1-4094-6519-7
www.ashgate.com/isbn/9780754672586

Aviation Psychology in Practice
Edited by Neil Johnston, Nick McDonald and Ray Fuller
Seeks to extend the boundaries of aviation psychology into two interrelated ways: by broadening the focus of aviation psychology beyond the flight deck to the whole aviation system; and by discussing new theoretical developments which are shaping this applied discipline. A key feature of these theoretical advances is that they are grounded in a more developed, ecologically valid, understanding of practice.
May 1997
390 pages
Paperback
978-0-85401-433-7
£40.00
£79.95
www.ashgate.com/isbn/9780854014337

Exclusive rewards for subscribers
New for 2014, e-mail subscribers can take advantage of exclusive discounts, promotions and access to free content. We will also tell you about every new book published in your subject area. Visit www.ashgate.com/updates or email ashgateupdates@ashgatepublishing.com to sign up for our free monthly email update, (letting us know which subject area/s you are interested in).
The Human Contribution
Unsafe Acts, Accidents and Heroic Recoveries
James Reason, University of Manchester, UK

Usually the human is considered a hazard – a system component whose unsafe acts are implicated in the majority of catastrophic breakdowns. However there is another perspective that has been relatively little studied in its own right – the human as hero, whose adaptations and compensations bring troubled systems back from the brink of disaster time and again. What, if anything, did these situations have in common? Can these human abilities be ‘bottled’ and passed on to others? The Human Contribution delivers this positive and fresh perspective.

December 2008
Paperback
978-0-7546-7402-3
£20.00
£20.00
www.ashgate.com/isbn/9780754674023

Human Factors in Flight
SECOND EDITION
Frank H. Hawkins, formerly human factors consultant to KLML, Edited by Harry W. Orlady

This is the Revised Second Edition of the pioneering book that helped ICAO to mainstream their Human Factors Digests, that enabled many to implement the Human Factors and Limitations regulations and syllabuses, and that has equipped thousands of students, instructors and experienced aviators with an in-depth knowledge of Human Factors technology.

January 1993
Paperback
978-1-85742-135-4
£35.00
£35.00
www.ashgate.com/isbn/9781857421354

A Human Error Approach to Aviation Accident Analysis
The Human Factors Analysis and Classification System
Douglas A. Wiegmann, University of Illinois in Urbana-Champaign, USA and Scott A. Shappell, FAA Civil Aerospace Medical Institute, USA

This comprehensive book provides the knowledge and tools required to conduct a human error analysis of accidents. Serving as an excellent reference guide for many safety professionals and investigators already in the field.

July 2003
Paperback
978-0-7546-1873-7
£20.00
£20.00
www.ashgate.com/isbn/9780754618737

Human Factors for Pilots
SECOND EDITION
Roger G. Green, Helen Muir, Melanie James, David Gradwell and Roger L. Green

A comprehensive but concise guide to this subject aimed both as a primer for the practising pilot. The book is divided into four major sections containing material from psychology, physiology and medicine.

May 1996
Paperback
978-0-291-39827-7
£22.50
£22.50
www.ashgate.com/isbn/9780291398277

Human Factors in Multi-Crew Flight Operations
Harry W. Orlady and Linda M. Orlady

This book maps the evolution, growth and expansion of human factors in aviation from World War I and through the 20th Century. Written from the perspective of the well-informed pilot, it provides a vivid, practical context for the appreciation of human factors, and is pitched at a level for those studying or engaged in current air transport operations.

June 1999
Paperback
978-0-291-39839-0
£35.00
£35.00
www.ashgate.com/isbn/9780291398390

Human Performance on the Flight Deck
Don Harris, HFI Solutions Ltd, UK

‘What a gem of a book! Bravo Don Harris! This is a must read for those interested in the science and practice of human factors in aviation. An easy to read book that provides insights into the complexity of human performance on the flight deck. The topics in this book are rooted in science yet they have direct connection to flight deck – a wonderful addition to the aviation literature.’

Eduardo Salas, University of Central Florida, USA

Taking an integrated, systems approach to human performance issues on the flight deck of the modern airliner, this book describes the inter-relationships between the various application areas of human factors, recognising that the human contribution to the operation of an airliner does not fall into neat pigeonholes. The relationship between areas such as pilot selection, training, flight deck design and safety management is continually emphasised. It also affirms the upside of human factors in aviation and avoids placing undue emphasis on when the human component fails.

Includes 59 bw illustrations
September 2011
Paperback
978-1-4094-2338-6
£35.00
£35.00
www.ashgate.com/isbn/9781409423386

Implementing Safety Management Systems in Aviation
Edited by Alan J. Stolzer, Embry-Riddle Aeronautical University, USA, Carl D. Halford, The MITRE Corporation, USA and John J. Goglia, Independent Safety Consultant

ASHGATE STUDIES IN HUMAN FACTORS FOR FLIGHT OPERATIONS

‘If all this talk of Safety Management Systems is confusing to you, this book will help clear it up!’ Stolzer, Halford, and Goglia have assembled a very credible group of SMS doors to bring the reader from a theoretical understanding of SMS to a more practical one. Excellent work!’

Nick Sabatini, former FAA Associate Administrator for Safety

In their first book, Safety Management Systems in Aviation, Stolzer, Halford, and Goglia provided a strong theoretical framework for SMS, along with a brief discourse on SMS implementation. This follow-up book provides a very brief overview of SMS and offers significant guidance and best practices on implementing SMS programs. Very specific guidance is provided by industry experts from government, industry, academia, and consulting, who share their invaluable insights from first-hand experience of all aspects of effective SMS programs.

Includes 65 bw illustrations
April 2013
Paperback
978-1-4724-1279-9
£30.00
£30.00
www.ashgate.com/isbn/9781472412799

Safety Management Systems in Aviation
Alan J. Stolzer, Embry-Riddle Aeronautical University, USA, Carl D. Halford and John J. Goglia

ASHGATE STUDIES IN HUMAN FACTORS FOR FLIGHT OPERATIONS

This timely and unique book covers the essential points of SMS. The knowledgeable authors go beyond merely defining it; they discuss the quality management underpinnings of SMS, the four pillars, risk management, reliability engineering, SMS implementation, and the scientific rigor that must be designed into proactive safety.

In this comprehensive work is designed as a textbook for the student of aviation safety, and is an invaluable reference tool for the SMS practitioner in any segment of aviation.

October 2008
Paperback
978-1-4094-1211-3
£25.00
£25.00
www.ashgate.com/isbn/9781409412113
The Limits of Expertise
Rethinking Pilot Error and the Causes of Airline Accidents
R. Key Dismukes, Benjamin A. Berman and Loukia D. Loukopoulos, all at NASA Ames Research Center, USA

ASHGATE STUDIES IN HUMAN FACTORS FOR FLIGHT OPERATIONS
The Limits of Expertise reports a study of the 19 major U.S. airline accidents from 1991–2000 in which the National Transportation Safety Board (NTSB) found crew error to be a causal factor. Each accident is reported in a separate chapter that examines events and crew actions and explores the cognitive processes in play at each step.

January 2007 364 pages
Paperback 978-0-7546-4965-6 £25.00 $39.95
ebook PDF 978-0-7546-8514-6
ebook ePub 978-1-4094-8498-1
www.ashgate.com/isbn/9780754649656

The Multitasking Myth
Handling Complexity in Real-World Operations
Loukia D. Loukopoulos, R. Key Dismukes and Irmanuel Barshi, all at NASA Ames Research Center, USA

ASHGATE STUDIES IN HUMAN FACTORS FOR FLIGHT OPERATIONS
Despite growing concern with the effects of concurrent task demands on human performance, and research demonstrating that these demands are associated with vulnerability to error, so far there has been only limited research into the nature and range of concurrent task demands in real-world settings. This book presents a set of NASA studies that characterize the nature of concurrent task demands confronting airline flight crews in routine operations, as opposed to emergency situations. The authors analyze these demands in light of what is known about cognitive processes, particularly those of attention and memory, with the focus on inadvertent omissions of intended actions by skilled pilots.

November 2009 202 pages
Paperback 978-0-7546-7997-4 £25.00 $44.95
ebook PDF 978-0-7546-9412-0
ebook ePub 978-1-4094-8591-9
www.ashgate.com/isbn/9780754679974

ALSO OF INTEREST
NEW
A Life in Error
From Little Slips to Big Disasters
James Reason, Professor Emeritus, University of Manchester, UK

‘Reason’s new book is a master class on human error: a concise tour of his career explaining how mistakes can occur. It is a pleasure to accompany him while he presents his favourite and often funny accounts of fallibility, tempered with insights on the resulting risks and how they can be mitigated. Highly recommended as a faster text or a refresher course on error.’
Rhona Finn, University of Aberdeen, UK

This succinct but absorbing book covers the main way stations on James Reason’s 40-year journey in pursuit of the nature and varieties of human error. He presents an engaging and very personal perspective, offering the reader exceptional insights, wisdom and wit as only James Reason can. A Life in Error charts the development of his seminal and hugely influential work from its original focus on individual cognitive psychology through the broadening of scope to embrace social, organizational and systemic issues.

Includes 2 b&w illustrations
November 2013 150 pages
Paperback 978-1-4724-1841-8 £12.99 $24.95
ebook PDF 978-1-4724-1842-5
ebook ePUB 978-1-4724-1843-2
www.ashgate.com/isbn/9781472418418

Managing Maintenance Error
A Practical Guide
James Reason, The University of Manchester, UK and Alan Hobbs, NASA Ames and San Jose State University USA

A down-to-earth practitioner’s guide to managing maintenance error dealing with risks, human performance problems – their understanding and solution and creating a safety culture; for all in maintenance-critical environments.

May 2003 198 pages
Paperback 978-0-7546-1591-0 £20.00 $34.95
www.ashgate.com/isbn/9780754615910

www.ashgate.com/isbn/9780754649656

Pre-Accident Investigations
An Introduction to Organizational Safety
Todd Conklin, Los Alamos National Laboratory, USA

This book is a set of new skills written for the managers that drive safety in their workplace. This is Human Performance theory made simple. If you are starting a new program, revamped an old program, or simply interested in understanding more about safety performance, this guide will be extremely helpful.

Includes 5 b&w illustrations
September 2012 156 pages
Paperback 978-1-4094-4782-5 £20.00 $34.95
ebook PDF 978-1-4094-4783-2
ebook ePUB 978-1-4094-8354-0
www.ashgate.com/isbn/9781409447825

Discounts on multiple copy orders (10 copies or more)
FOR MORE INFORMATION CONTACT: The International Sales Department, Ashgate Publishing Ltd, Wey Court East, Union Road, Farnham, Surrey, GU9 7PT, UK.
EMAIL: info@ashgatepublishing.com
TELEPHONE: +44 (0)1252 736600

More books, more information
For more information about all of our aviation titles, visit our dedicated web page www.ashgate.com/aviation
A supplementary link from that takes you to a listing of all our aviation paperbacks, all of which are available for inspection. Go to www.ashgate.com/aviation then click on ‘Aviation Textbooks’.

NEW
Safety-I and Safety-II
The Past and Future of Safety Management
Erik Hollnagel, University of Southern Denmark

This book analyses and explains the principles behind Safety-I and Safety-II and approaches and considers the past and future of safety management practices. The analysis makes use of common examples and cases from domains such as aviation, nuclear power production, process management and health care. The final chapters explain the theoretical and practical consequences of the new, Safety-II perspective on day-to-day operations as well as on strategic management (safety culture).

May 2014 200 pages
Paperback 978-1-4724-2308-5 £20.00 $39.95
ebook PDF 978-1-4724-2309-2
ebook ePUB 978-1-4724-2307-8
www.ashgate.com/isbn/9781472423085

More books, more information
www.ashgate.com/isbn/9781409447825

UK and Rest of World
Online: www.ashgate.com
Telephone: +44 (0)1235 827730
Fax: +44 (0)1235 400454
Email: ashgate@bookpoint.co.uk
Mail to: Bookpoint Ltd, Ashgate Publishing Direct Sales, 130 Park Drive, Milton Park, Abingdon, Oxon, OX14 4SE

Postage: £3.95 UK orders/£7.50 Overseas orders

North and South America
Online: www.ashgate.com
Telephone: +1 800 535 9544
Fax: +1 802 864 7626
Email: orders@ashgate.com
Mail to: Ashgate Publishing Company, PO BOX 2225, Williston, VT 05495-2225, USA

Postage/handling rates are $6.00 for the first book, $2.00 for each additional book

Prices, publication dates and contents are subject to change without notice. Details of forthcoming titles are necessarily provisional. We endeavour to despatch all orders within 5 working days. In the event a product is not available, your order will be recorded and the product despatched as soon as possible. Please do not send payment for titles with approximate prices. Your order will be recorded and an invoice sent upon publication.

A14ILC 04/14
COMING SOON

Designing Future-Oriented Airline Businesses
Nawal K. Taneja

Designing Future-Oriented Airline Businesses is the eighth Ashgate book by Nawal K. Taneja to address the ongoing challenges and opportunities facing all generations of airlines. Firstly, it challenges and encourages airline managements to take a deeper dive into new ways of doing business. Secondly, it provides a framework for identifying and developing strategies and capabilities, as well as executing them efficiently and effectively, to change the focus from cost reduction to revenue enhancement and from competitive advantage to comparative advantage.

Based on the author’s own extensive experience and ongoing work in the global airline industry, as well as through a synthesis of leading business practices both inside and outside of the industry, Designing Future-Oriented Airline Businesses sets out to demystify numerous concepts being discussed within the airline industry and to facilitate managements to identify and articulate the boundaries of their business models. It provides material from which managements can set about answering the key questions, especially with respect to strategies, capabilities and execution, and pursue an effective redesign of their business.

As with the author’s previous books, the primary audience is senior-level practitioners of differing generations of airlines worldwide as well as related businesses. The material presented continues to be at a pragmatic level, not an academic exercise, to lead managements to ask themselves and their teams some critical thought-provoking questions.

Contents
Preface;
Forewords;
Rethinking the airline business: where do we do stand?;
Recalibrating passenger value requirements;
Positioning on the customization spectrum;
Progressing to become genuine retailers; Building stronger brands;
Addressing the role of loyalty;
Driving the business through technology;
Preparing for tomorrow;
Attaining market leadership: thought leadership papers;
Index.

About the author
Nawal K. Taneja has more than 40 years of experience in the airline industry. As a practitioner, he has worked for and advised major airlines and airline-related businesses worldwide in the areas of strategic and tactical planning. In academia, he has served as Professor and Chairman of the Aerospace Engineering and Aviation Department at The Ohio State University, and an Associate Professor in the Flight Transportation Laboratory of the Department of Aeronautics and Astronautics of the Massachusetts Institute of Technology. On the government side, he has advised civil aviation authorities in public policy areas such as airline liberalization, air transportation bilateral and multilateral agreements, and the management and operations of government-owned airlines.

Key Points

• Written for airline management to facilitate transformative rather than incremental changes that merge business and brand strategies, thereby delivering significant improvements to profitability.

• Demystifies numerous concepts being discussed within the airline industry, such as customer centricity, personalization, big data, merchandising versus retailing, dynamic content distribution, and earning versus buying loyalty.

• Conveys contemporary thoughts on the framework in which to pursue the redesign of the business based upon relevant findings, examples and case studies.

• Topics addressed include business model innovation, value propositions, segmentation, pricing, distribution, branding, loyalty, and technology (big data and customer analytics, as well as mobile and cloud).

Includes 33 b&w illustrations
August 2014 c. 208 pages
Hardback 978-1-4724-4296-3 c. £45.00 c. $79.95
ebook PDF 978-1-4724-4297-0
ebook ePUB 978-1-4724-4298-7
www.ashgate.com/isbn/9781472442963
Air Transport in the 21st Century
Key Strategic Developments
Edited by John F. O’Connell, Cranfield University, UK and George Williams, Cranfield University, UK

‘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 – International Air Transport Association, Montreal – Geneva

This book reviews current trends in the airline industry and its related suppliers, providing an insight into the forces that are changing its dynamics. It examines the factors reshaping the industry’s structure with a view to identifying the key issues whose impact will be critical in the future. With contributions from senior industry executives and academics, the objective is to evaluate the core competencies that are determining the current shape of the industry and examine the forces that will change its direction.

Includes 59 b&w illustrations

August 2011
508 pages
Hardback 978-1-84544-097-4 $154.95
ebook PDF 978-1-84544-999-5 £109.95
ebook ePub 978-1-4094-8673-2

www.ashgate.com/isbn/9781845440974

Airport Competition
The European Experience
Edited by Peter Forsyth, Monash University, Australia, David Gillen, University of British Columbia, Canada, Jurgen Muller, Berlin School of Economics, Germany and Hans-Martin Niemeier, University of Applied Sciences, Germany

‘… this is a very interesting and useful compilation, containing a number of papers which should be required reading in their respective fields. As such, it is strongly recommended.’

Journal of Airport Management

The break-up of BAA and the blocked takeover of Bratislava airport by the competing Vienna airport brought the issue of airport competition to the top of the agenda for air transport policy in Europe. AirPort Competition reviews the debate and asks whether airport competition is strong enough to limit market power. It provides evidence on how travellers chose an airport, and on how airports compete in different regions and markets. It also discusses the main policy implications of mergers and subsides.

Includes 56 b&w illustrations

June 2010
462 pages
Hardback 978-0-7546-7746-8 $85.00
ebook PDF 978-0-7546-9484-7

ebook ePub 978-1-4094-8634-3

www.ashgate.com/isbn/9780754677468

Airline Marketing
Strategies to Cope with the New Millennium Environment
David Jarach, SDA Bocconi Graduate School of Business, Italy

‘… essential reading for students of aviation and airport managers at all levels. Though aimed at the airport industry, some of the lessons and approaches can readily be applied to other transport sectors.’

Logistics and Transport FOCUS

Airport Marketing examines the management vision of airport marketing in the post-September 11th environment, presenting in-depth analysis of current airport management practices for both aviation and non-aviation-related activities. This book is essential reading for airport managers, government agencies, airlines, consultants, contributors, advisors and sub-contractors to this industry, as well as both undergraduate and graduate level aviation students.

Includes 13 b&w illustrations

August 2005
254 pages
Hardback 978-0-7546-4085-1 $60.00

www.ashgate.com/isbn/9780754640851

Buying the Big Jets
Planning for Airlines
SECOND EDITION
Paul Clark, Managing Director, Through The Looking Glass, Canada and UK

‘This book gives an overview that is broad, thorough, accessible and endowed with many interesting facts and figures: this is a recommended book for aviation students and non-specialized professionals who want to get acquainted with the more technical aspects of fleet acquisition such as engineering, planning and marketing aspects.’

Airlines

Selecting the right aircraft for an airline operation is a vastly complex process, involving a multitude of skills and considerable knowledge of the business. Buying The Big Jets was first published in 2001 to provide guidance to those involved in aircraft selection strategies. This Second Edition brings the picture fully up to date, incorporating new discussion on the strategies of low-cost carriers, and the significance of the aircraft cabin for long-haul operations. Latest developments in aircraft products are covered and there are fresh examples of best practice in airline fleet planning techniques.

June 2007
262 pages
Paperback 978-0-7546-7091-8 $30.00

www.ashgate.com/isbn/9780754670919

Modeling Applications in the Airline Industry
Ahmed Abdelghany, Embry-Riddle Aeronautical University, USA and Khaled Abdelghany, Southern Methodist University, USA

‘While the title suggests this book is only for mathematicians and operational researchers, the clarity of the explanations of the many fascinating problems and issues in this field, make it a rewarding book for anyone with a keen interest in the airline industry. It covers the areas of demand forecasting, scheduling, revenue management and irregular operations.’

Aerospace Professional

Modeling Applications in the Airline Industry explains the different functions and tactics performed by airlines during their planning and operation phases. Each function receives a full explanation of the challenges it brings and a solution methodology is presented, supported by numerical illustrative examples wherever possible.

April 2010
290 pages
Hardback 978-0-7546-7874-8 $85.00

www.ashgate.com/isbn/9780754678748

The Passenger Has Gone Digital and Mobile
Accessing and Connecting Through Information and Technology
Nawal K. Taneja, Department of Aviation, Ohio State University, USA

‘The Passenger Has Gone Digital and Mobile may be the most up-to-date book about airline industry and new technologies surrounding it currently.’

Airlines

Nawal K. Taneja explores and explains the game-changing opportunities presented to the industry by new-generation information and technology. He shows how information and technology can now drive, not just enable, an airline’s strategy to become truly customer-centric at a personalized level, while at the same time enabling the operator to reduce costs, enhance revenues, reduce risks and become much more flexible and agile by better managing complexity.

Includes 23 b&w illustrations

September 2011
268 pages
Hardback 978-1-4094-3502-0 $40.00

www.ashgate.com/isbn/9781409435020

Why Can’t We Make Money in Aviation?
Adam M. Pilarski, AVITAS, USA

‘The author accomplishes all he sets out to do: he is interesting, educational and the book is a joy to read. Balancing the anecdotal stories with the more detailed economic analysis reinvigorates the text regularly. With such credentials, Pilarski’s experience permits him the authority that is necessary when tackling a topic as complex as airline finance.’

Airfinance Journal

Seemingly since the beginning of aviation history there has been discussion and speculation on the remarkable inability of the industry to generate profits. The question as to how this is the case and how the industry managed to survive, let alone actually grow and prosper so far, is the subject of this book. Detailing the historical performance of the industry and critically exploring the various theories proposed to explain its lack of profitability, the book also looks to the future, with important recommendations regarding the better management of airlines.

September 2007
260 pages
Hardback 978-0-7546-4911-3 $40.00

www.ashgate.com/isbn/9780754649113

AVIATION 2014

ASHGATE
interface within these aircraft. Mounting platform for sensor and weapons systems, and the complexities involved in the human-machine advanced cockpit design.

Situational awareness, data fusion and multi-sensor integration, human machine interface issues and operational tasks faced by such pilots and aircrews. As such, it has a strong military focus, dealing with advances made in fast jets, such as increased manoeuvrability, disorientation, high altitude physiology, pilot training and selection, helmet-mounted equipment, situational awareness, data fusion and multi-sensor integration, human machine interface issues and advanced cockpit design. It examines the human performance issues associated with the technological advances made in fast jets, such as increased manoeuvrability, increased use of the pilot’s head as a mounting platform for sensor and weapons systems, and the complexities involved in the human-machine interface within these aircraft.

About the author

David G. Newman is Head of the Aviation Medicine Unit in the School of Public Health and Preventive Medicine at Monash University in Melbourne, Australia. He is also the Head of Research in the Department of Aviation, Faculty of Science, Engineering and Technology at Swinburne University of Technology, Melbourne, Australia. His 13 years as an aviation medicine specialist in the Royal Australian Air Force, in both Australia and on exchange in the UK, include 2 years as Chief Instructor at the RAAF Institute of Aviation Medicine, where he was responsible for the training of all Australian Defence Force aircrew and medical officers. He holds a medical degree from Monash University, a Diploma in Aviation Medicine from the Royal College of Physicians of London and a PhD from the University of Newcastle. He has won several awards for his aviation medicine efforts over the years, including the 2000 Buchanon-Barbour Award from the Royal Aeronautical Society and the 2012 A. Howard Hasbrook Award from the Aerospace Medical Association.

Includes 14 b&w illustrations

May 2014 180 pages Hardback 978-1-4094-6793-9 £60.00 $109.95

May 2014 180 pages ebook 978-1-4094-6794-6

ebook ePUB 978-1-4094-6795-3

www.ashgate.com/isbn/9781409467939

Key Points

- The only publication to provide a detailed general overview of the human factors and performance limitations associated with pilots of fast jets.
- Offers the reader all the latest available research literature on the demanding operational tasks associated with flying fast jets, presented in an accessible style.

Applied Human Factors in Aviation Maintenance

Manoj S. Potankar, Saint Louis University, USA and James C. Taylor, Los Altos, USA

Provides practicing aviation personnel with guidelines for using human factors principles, covering the work environment, decision-making and its effects on the organization, and the minimization of errors.

Includes 14 b&w illustrations

September 2004 170 pages Hardback 978-0-7546-1940-6 £60.00 $109.95

www.ashgate.com/isbn/9780754619406

Beyond Aviation Human Factors

Safety in High Technology Systems

Daniel E. Maurino, James Reason, Neil Johnston and Rob B. Lee

A systemic organizational approach to safety can replace the hitherto piecemeal approaches. The book uses four linked case studies to enable readers to achieve this. It introduces Reason’s Model, applies it to the flight deck, aviation maintenance and air traffic control environment and suggests a set of practical tools for accident prevention.

September 1995 192 pages Paperback 978-1-84014-194-0 £30.00 $49.95

www.ashgate.com/isbn/9781840141940

Culture at Work in Aviation and Medicine

National, Organizational and Professional Influences

Robert L. Helmreich and Ashleigh C. Merritt

In this book the authors report the results of their ongoing exploration of the influences of culture in two professions – aviation and medicine. Within these two environments, they show the effects of professional, national and organizational cultures on individual attitudes, values and team interactions.

October 2007 332 pages Paperback 978-0-7546-1904-8 £30.00 $59.95

www.ashgate.com/isbn/9780754619048

Order online at www.ashgate.com/aviation and receive a 10% discount

13
Implementing Safety Management Systems in Aviation

Edited by Alan J. Stolzer, Embry-Riddle Aeronautical University, USA,Carl D. Halford, The MITRE Corporation, USA and John J. Goglia, Independent Safety Consultant

‘If all this talk of Safety Management Systems is confusing to you, this book will help clear it up! Stolzer, Halford, and Goglia have assembled a very credible group of SMS doers to bring the reader from a theoretical understanding of SMS to a more practical one. Excellent work!’

Nick Sabatini, former FAA Associate Administrator for Safety

In their first book, Safety Management Systems in Aviation, Stolzer, Halford, and Goglia provided a strong theoretical framework for the reader to use during a course on SMS implementation. This follow-up book provides a very brief overview of SMS and offers significant guidance and best practices on implementing SMS programs. Very specific guidance is provided by industry experts from government, industry, academia, and consulting, who share their invaluable insights from first-hand experience of all aspects of effective SMS programs.

Includes 65 b&w illustrations

June 2011
484 pages

Paperback 978-1-4724-1279-9 £30.00 $54.95
Hardback 978-1-4094-0166-7 £80.00 $139.95
ebook PDF 978-1-4094-0166-7

ebook ePUB 978-1-4094-8669-5


The Limits of Expertise
Rethinking Pilot Error and the Causes of Airline Accidents

R. Key Dismukes, Benjamin A. Berman and Loukia D. Loukopoulos, all at NASA Ames Research Center, USA

The Limits of Expertise reports a study of the 19 major U.S. airline accidents from 1991-2000 in which the National Transportation Safety Board (NTSB) found crew error to be a causal factor. Each accident is reported in a separate chapter that examines events and crew actions and explores the cognitive processes in play at each step.

January 2007
394 pages

Paperback 978-0-7546-4965-6 £25.00 $39.95
Hardback 978-0-7546-4964-9 £75.00 $134.95
ebook PDF 978-0-7546-8574-6
ebook ePUB 978-1-4094-8498-1


Misunderstandings in ATC Communication

Language, Cognition, and Experimental Methodology

Immanuel Barshi, NASA Ames Research Center, USA and Candace Farris, McGill University, Canada

‘The 252-page book comprehensively reviews the aviation communication literature, reports an efficient experimental method to investigate the aspects of aviation speech and listening at play, and delivers solid recommendations to address real-world aviation misunderstandings.’

Hindsight

Misunderstandings in ATC Communication offers an in-depth report of a seminal study in aviation communication, which until now has only been available in the form of an unpublished dissertation. In addition, it offers a recent extension of that work, the authors’ reflections on the research process, and a thorough review of the aviation communication literature. Graduate students and researchers who wish to address real-world problems will appreciate the simple elegance of the study’s experimental paradigm.

Includes 36 b&w illustrations

May 2011
270 pages

Hardback 978-0-7546-9333-0 £65.00 $119.95
ebook PDF 978-0-7546-9333-0
ebook ePUB 978-1-4094-7410-4


e-Learning in Aviation
Suzanne K. Kearns, University of Western Ontario, Canada

‘e-Learning in Aviation leads us on a journey from the early days of apprenticeship and simulation to the sophisticated world of performance-based training techniques. The book is more than just a review of the various shapes and forms of e-learning. It adds decision makers determine their training strategies, and it sets out the processes that practitioners should follow in order to implement e-learning from scratch. Suzanne Kearns writes in an engaging style, and does not shy from addressing the pros as well as the cons of e-learning in equal measure. She highlights the key theories about how we all learn, drawing intelligently from the vast array of literature on the subject. It is indeed refreshing to find an e-learning book that is genuinely aimed at aviation, and in so doing the author has gifted the industry with a blueprint that has the potential to bring about real change in the effectiveness of training.’

Paul Clark, Managing Director, Through The Looking Glass

e-Learning is extremely cost-effective and therefore an attractive alternative to traditional classroom instruction. However, e-learning only saves money if the training is effective.

Addressing this issue directly, e-Learning in Aviation explores the characteristics of computer-based course design and multimedia that are associated with improved learning. It then provides guidance regarding how to use research-based instructional design principles to plan, design, develop, and implement an e-learning course within an aviation organization and continually evaluate whether or not the course is accomplishing instructional goals.

November 2010
194 pages

Hardback 978-0-7546-7879-3 £60.00 $104.95
ebook PDF 978-0-7546-9734-3
ebook ePUB 978-1-4094-8684-0


Aviation Visual Perception
Research, Misperception and Mishaps
Randy Grubb, United States Air Force Academy, USA, Richard Gray, University of Birmingham, UK and Lauren Scharff, United States Air Force Academy, USA

‘To a pilot, the book issues a clear warning that over-reliance on external visual judgement in degraded visual conditions can be a recipe for disaster.’ The Aerospace Professional

This book is the first dedicated to visual perception in aviation. It includes the foundations of visual and vestibular sensation and perception; how visual perceptual abilities are assessed in pilots; the pilot’s perspective of visual flying; a summary of relevant human factors research; examples of specific visual and vestibular illusions and misperceptions; misfish analyses; and, finally, how this knowledge is being used to better understand visual perception in aviation’s next generation.

April 2010
312 pages

Hardback 978-0-7546-7497-9 £65.00 $119.95
ebook PDF 978-0-7546-8891-3
ebook ePUB 978-1-4094-8827-5

Fatigue in Aviation: A Guide to Staying Awake at the Stick
John A. Caldwell, Jr. and J. Lynn Caldwell, Consultants for Fatigue Management in Military Aviation, Commercial/Civilian Air Operations, and Emergency Air-Ambulance Services

STUDIES IN AVIATION PSYCHOLOGY AND HUMAN FACTORS

This overview of fatigue includes fatigue definitions, the measurement / assessment of fatigue, and the performance, mood and safety problems associated with fatigue in the operational setting. The physiological bases of fatigue are discussed, so the reader understands that fatigue is a physiological phenomenon that is not “just a state of mind.” It also offers scientifically-valid countermeasures and data to provide readers with a “toolbox” from which they can choose solutions to fatigue-related problems.

Includes 6 b&w illustrations

Overview

July 2003

Paperback
978-0-7546-1873-7
£20.00
$34.95

Hardback
978-0-7546-1875-1
£75.00
$150.00

ebook PDF
978-0-7546-8130-4

online at
www.ashgate.com/isbn/9780754618737

Human Factors for Pilots
SECOND EDITION
Roger G. Green, Helen Muir, Melanie James, David Gradwell and Roger L. Green

A comprehensive but concise guide to this subject aimed at general aviation pilots. This book is written for pilots of all experience levels, from beginning students to experienced flight instructors.

May 1996

Paperback
978-0-291-39827-7
£22.50
$39.95

www.ashgate.com/isbn/9780291398277

Human Factors in Flight
SECOND EDITION
Frank H. Hawkins, formerly human factors consultant to KLM, edited by Harry W. Orlady

This is the Revised Second Edition of the pioneering book that helped ICAO to mainstream the Human Factors Digests, that enabled many to implement the Human Factors and Limitations regulations and syllabuses, and that has equipped thousands of students, instructors and experienced aviators with an in-depth knowledge of Human Factors technology.

January 1993

Paperback
978-0-8514-135-4
£35.00
$59.95

www.ashgate.com/isbn/9780851413544

Human Factors in Multi-Crew Flight Operations
Harry W. Orlady and Linda M. Orlady

This book maps the evolution, growth and expansion of human factors in aviation from World War I and through the 20th Century. Written from the perspective of the well-informed pilot, it provides a vivid, practical context for the appreciation of human factors, and is pitched at a level for those studying or engaged in current air transport operations.

June 1999

644 pages

Paperback
978-0-291-38939-0
£55.00
$99.95

Hardback
978-0-291-38938-3
£95.00
$154.95

www.ashgate.com/isbn/9780291389383

Human Performance on the Flight Deck
Don Harris, HF Solutions Ltd, UK

‘This book is written for professionals within the aviation industry, whether that be on the flight deck or elsewhere; for post-graduate students; and for researchers working in the area. However, many of the observations in this extremely well crafted and highly readable book can be applied to many other commercial activities.’

RoSPA Occupational Safety & Health Journal

Taking an integrated, systems approach to human performance issues on the flight deck of the modern airliner, this book describes the interrelationships between the various application areas of human factors, recognising that the human contribution to the operation of an airliner does not fall into neat pigeonholes. The relationship between areas such as pilot selection, training, flight deck design and safety management is continually emphasised. It also affirms the upside of human factors in aviation and avoids placing undue emphasis on the human component factors.

Includes 59 b&w illustrations

September 2011

384 pages

Paperback
978-1-4094-2338-6
£35.00
$59.95

Hardback
978-1-4094-2339-3
£75.00
$150.00

ebook PDF
978-1-4094-2340-9

ebook ePUB
978-1-4094-8763-6

www.ashgate.com/isbn/9781409423386

Safety Culture
Building and Sustaining a Cultural Change in Aviation and Healthcare
Manoj S. Patankar, Jeffrey P. Brown, Edward J. Sabin and Thomas G. Bigda-Peyton

‘Although aviation and medicine are the disciplines that form the springboard for Safety Culture’s discussion of issues, the book will be of value to any organization seeking to evaluate and to improve its own system of safety procedures.’

Care Management Journal

In Safety Culture: Building and Sustaining a Cultural Change in Aviation and Healthcare, the four authors draw upon their extensive teaching, research and field experience from multiple industries to describe the dynamic nature of a culture-change process, particularly in safety-critical domains. They use a “stories to numbers” approach that starts with felt experiences and stories of certain change programs that they have documented, then proceed to describe the use of key measurement tools that can be used to analyze the state of a change program. The book concludes with a description of empirical models that illustrate the dynamic nature of change programs.

Includes 23 b&w illustrations

February 2012

262 pages

Paperback
978-0-7546-7237-1
£60.00
$104.95

ebook PDF
978-1-4094-3711-0

ebook ePUB
978-1-4094-9691-6

www.ashgate.com/isbn/9780754672371
Aeromedical Psychology
Edited by Carrie H. Kennedy, University of Virginia, USA and Gary G. Kay, Cognitive Research Corporation, USA

‘This is the first book that I am aware of that was written to explain the specifics of the specialty of Aviation Psychology. I found it to be very accurate in how the specialty functions in civil aviation and feel it is a “must have” for any clinical psychologist who may be asked to see a flight crew member.’

Warren S. Silberman, Aviation Certification Services, LLC, USA

‘Aeromedical Psychology sets out to present “a guide to this field and to the growing role of aeromedical psychologists” and in my opinion achieves its goal very well. This book, one of a kind, is well written, reads easily and will be very useful not only to psychologists and flight surgeons, but to any member of the aviation industry interested in human factors, crew support and flight safety.’

Claude Thibeault MD, Past President, Aerospace Medical Association and Past President, International Academy of Aviation and Space Medicine, Canada

Aeromedical psychology is that branch of psychology pertaining to the assessment, selection and evaluation of aviation personnel. This book, *Aeromedical Psychology*, is designed to provide the means for a variety of clinicians to carry out sound assessment and selection procedures, perform informed evaluations and make subsequent recommendations regarding flight status and treatment strategies geared to the aviation environment. To facilitate a dynamic understanding of the field, the book emphasizes an integration of applications and theory, case examples and research.

The book is divided into three parts. The first presents assessment and selection procedures for aviation personnel (i.e. air traffic controllers, flight officers and pilots) and astronauts and the many ways in which both psychologists and psychiatrists are involved in these roles. In the second part, the waiver standards put forth by both the FAA and the various branches of the military are presented, as well as the waiver decision process. Clinical issues unique to aviation – notably fear of flying, motivation to fly and airsickness – are addressed, as well as possible courses of intervention, treatment and disposition. In the final part, more specialized issues pertaining to aeromedical psychology are dealt with, namely the psychopharmacological research and regulations applicable to recreational pilots and aviation personnel, managing the aftermath of aviation mishaps and the psychologist’s role in accident investigations.

**About the editors**

Carrie H. Kennedy, PhD, ABPP, is a neuropsychologist with specialization in military psychology and aviation psychology. She is an active duty Commander in the US Navy, a designated Aerospace Experimental Psychologist and has deployed to Cuba and Afghanistan. Dr. Kennedy is an Assistant Professor of Psychiatry and Neurobehavioral Sciences at the University of Virginia. She serves on the editorial boards of Military Psychology and Psychological Services. She has co-authored/edited 5 books, including *Military Psychology: Clinical and Operational Applications*, now in its second edition, *Wheels Down: Adjusting to Life After Deployment, Ethical Practice in Operational Psychology and Military Neuropsychology*.

Gary G. Kay, PhD, is the President and co-founder of Cognitive Research Corporation. He is the developer and publisher ofCogScreen, a computer-administered cognitive test used in pilot selection, fitness-for-duty testing and pharmaceutical research. He serves as a neuropsychology consultant to the Federal Aviation Administration. Dr. Kay is an Associate Professor of Neurology at the Georgetown University School of Medicine, Department of Neurology. Dr. Kay completed his PhD at the University of Memphis. He is a Fellow of the National Academy of Neuropsychology and a member of the Aerospace Medical Association, the International Neuropsychological Society and the American Psychological Association.

Includes 5 b&w illustrations

<table>
<thead>
<tr>
<th>Format</th>
<th>ISBNs</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2013</td>
<td></td>
<td>£75.00</td>
</tr>
<tr>
<td>Hardback</td>
<td>978-0-7546-7590-7</td>
<td>£75.00</td>
</tr>
<tr>
<td>ebook PDF</td>
<td>978-0-7546-7584-5</td>
<td>£129.95</td>
</tr>
<tr>
<td>ebook ePUB</td>
<td>978-1-4724-0125-0</td>
<td>£129.95</td>
</tr>
</tbody>
</table>

www.ashgate.com/isbn/9780754675907

**Key Points**

- Unique book designed to inform a variety of clinicians involved with the assessment, selection and evaluation of aviation personnel.
- Applicable to both military and civil aviation.
- Comprehensive range of topics covered by clinical specialists primarily from within US official bodies.

**Series**

**THE HUMAN FACTORS OF SIMULATION AND ASSESSMENT**

Series editors: Michael Lenné, Monash University Accident Research Centre, Melbourne, Australia and Mark Young, School of Engineering and Design, Brunel University, UK

Ongoing advances in lower-cost technologies are supporting a substantive growth worldwide in the use of simulation and naturalistic performance assessment methods for research, training and operational purposes in domains such as road, rail, aviation, mining and healthcare. However, this has not been accompanied by a similar growth in the expertise required to develop and use such systems for evaluating human performance. Whether for research or practitioner purposes, many of the challenges in assessing operator performance, both using simulation and in natural environments, are common. What performance measures should be used, what technology can support the collection of these measures across the different designs, how can other methods and performance measures be integrated to complement objective data, how should behaviours be coded and the performance standards measured and defined? How can these approaches be used to support product development and training, and how can performance within these complex systems be validated? This series addresses a shortfall in knowledge and expertise by providing a unique and dedicated forum for researchers and experienced users of simulation and field-based assessment methods to share practical experiences and knowledge in sufficient depth to facilitate delivery of practical guidance.

For more information on this series please visit www.ashgate.com/hfsa
Aircraft Command Techniques
Gaining Leadership Skills to Fly the Left Seat
Sal J. Fallucco

Aircraft Command Techniques is a comprehensive examination of the characteristics of the experienced captain. Offering a wealth of practical guidance, it is an ideal platform for pilots or indeed, anyone interested in how leadership and management skills are used to achieve excellence.

July 2002 228 pages
Paperback 978-0-7546-1835-5 £30.00 $54.95
www.ashgate.com/isbn/9780754618355

Aviation Psychology in Practice
Edited by Neil Johnston, Nick McDonald and Ray Fuller

Seeks to extend the boundaries of aviation psychology in two interrelated ways: by broadening the focus of aviation psychology beyond the flight deck to the whole aviation system; and by discussing new theoretical developments which are shaping this applied discipline. A key feature of these theoretical advances is that they are grounded in a more developed, ecologically valid, understanding of practice.

May 1997 390 pages
Paperback 978-1-84014-133-7 £40.00 $79.95
www.ashgate.com/isbn/9781840141337

Mechanisms in the Chain of Safety
Research and Operational Experiences in Aviation Psychology
Edited by Alex de Voogt, American Museum of Natural History, USA and Teresa D’Oliveira, Instituto Superior de Psicologia Aplicada, Portugal

Contemporary approaches to aviation safety show a dynamic endeavour to identify a variety of components that minimize the emergence of adverse situations. In this process there has always been a strong interrelation between these components and it allows us to talk about a chain of safety. This volume presents the most recent efforts in this chain of safety streaming from both the industry and academia, as well as the future challenges for operational settings.

Includes 46 b&w illustrations
January 2012 186 pages
Hardback 978-1-4094-1254-0 £60.00 $109.95
ebook ePUB 978-1-4094-8690-9
www.ashgate.com/isbn/9781409412540

Flight Simulation
Virtual Environments in Aviation
Alfred T. Lee, Beta Research Inc, Los Gatos, CA, USA

This book provides a review and analysis of the relevant engineering and science supporting the design and use of advanced flight simulation technologies. It includes chapters reviewing key simulation areas such as visual scene, motion, and sound simulation and a chapter analyzing the role of recreating the pilot’s task environment in the overall effectiveness of simulators. The design and use of flight simulation are addressed in chapters on the effectiveness of flight simulators in training and on the role of physical and psychological fidelity in simulator design. The problems inherent in the ground-based simulation of flight are also reviewed as are promising developments in flight simulation technology and the important role flight simulators play in advanced aviation research.

Includes 22 b&w illustrations
May 2005 150 pages
Hardback 978-0-7546-4287-9 £55.00 $99.95
www.ashgate.com/isbn/9780754642879

Also available
Ashgate Human Factors Catalogue

This catalogue displays Ashgate’s extensive list of human factors books, including new and best selling titles.

Order a printed copy by going to:
ashgate.com/cataloguerequest

Download a pdf version from:
ashgate.com/cataloguedownload

Order online at www.ashgate.com/aviation and receive a 10% discount
Safeguard and Quality in Medical Transport Systems
Creating an Effective Culture
Edited by John W. Overton, Jr. and Eileen Frazer, Commission on Accreditation of Medical Transport Systems, USA

The Commission on Accreditation of Medical Transport Systems (CAMTS) has been accrediting air and ground transport services since 1991. One of the most significant needs the Commission has recognized is to assist transport services in creating a culture that supports safety and quality for both crews and patients. Most of the helicopter EMS (emergency medical service) accidents and many ground ambulance accidents can be attributed to human factors and systems designs that lead to poor decision-making. Management commitment is vital to create and maintain a culture that supports risk assessment, accountability, professionalism and organizational dynamics. This reference book has been created by CAMTS to address this need directly and comprehensively.

It offers a groundbreaking collection of expert insights and practical solutions that can be used by EMS, Fire and Rescue, public and private services, and professional emergency and transport professionals worldwide. Quoting from the foreword written by the late Robert L. Helmreich, Professor Emeritus of Psychology at The University of Texas Human Factors Research Project, ‘This is an important book which should be required reading for everyone involved in patient transport, from managers and dispatchers to those at the sharp end… The experienced and able authors and editors of this work use culture as the overarching concept needed to maximize safety while delivering patients expeditiously.’

At the sharp end… The experienced and able authors and editors of this work use culture as the overarching concept needed to maximize safety while delivering patients expeditiously. The experienced and able authors and editors of this work use culture as the overarching concept needed to maximize safety while delivering patients expeditiously. The experienced and able authors and editors of this work use culture as the overarching concept needed to maximize safety while delivering patients expeditiously.

SEE ALSO
Aeromedical Psychology
page 16

Aeromedical Transportation
A Clinical Guide
SECOND EDITION
T. Martin, Royal Hampshire County Hospital
Winchester, UK

The only book devoted entirely to the principles of aeromedical transport, this second edition has been radically revised and updated. A very practical text, international in its approach, much of its content is devoted to clinical matters. The text is suitable for medical, paramedical and nursing personnel and for those working in organizations whose duties include the transportation of the sick and injured by air.

Includes 50 b&w illustrations
December 2006 312 pages
Paperback 978-0-7546-4146-3 £35.00 $59.95

Aviation Mental Health
Psychological Implications for Air Transportation
Edited by Robert Bor, Royal Free Hospital London, UK and Todd Hubbard, Oklahoma State University, USA

This book provides an authoritative and practical guide to the assessment, management, treatment and care of pilots and other professional groups within aviation, covering a range of relevant topics, for health and human resources practitioners working in the airline industry.

Includes 9 b&w illustrations
September 2006 376 pages
Hardback 978-0-7546-4271-5 £75.00 $134.95
ebook PDF 978-0-7546-8143-4
ebook ePUB 978-1-4094-8491-2

Key Points
• Original reference and guide to creating an effective culture in medical transport organizations.
• Designed by and drawing on the extensive experience of the members of the Commission on Accreditation of Medical Transport Systems (CAMTS).
• Contains 28 chapters divided into five sections, the concluding two sections offering implementable solutions.

The Neurosciences and the Practice of Aviation Medicine
Edited by Anthony N. Nicholson, King’s College London, UK

This book brings the neurosciences to aviation and is concerned with the physiology, pathology and clinical aspects of exposure to altitude (including mountaineering), linear and angular accelerations, and circadian desynchrony. The text relates the potential effects of the environment to disorders of the central nervous system that are directly relevant to individuals operating in the aviation domain. With this integration the implications of disorders of the central nervous system to aircrew are explored and current management and therapeutics discussed.

Includes 17 colour and 121 b&w illustrations
November 2011 524 pages
Hardback 978-0-7546-7292-0 £90.00 $165.00

Passenger Behaviour
Edited by Robert Bor, Royal Free Hospital, London, UK

This book examines a wide range of topics that help the reader to acquire a psychological understanding of how air travel disrupts human relationships; behaviour as well as physiological functions.

Includes 20 b&w illustrations
May 2003 334 pages
Hardback 978-0-7546-6936-0 £70.00 $140.00
Airline Operations and Delay Management
Insights from Airline Economics, Networks and Strategic Schedule Planning
Cheng-Lung Wu, University of New South Wales, Australia

Dr Wu has done an outstanding job of delineating the challenges faced by airlines in building their schedules and making them more robust. He outlines key strategies in minimising delays such as depeaking or rolling hubs. The book is well written and it is easy to follow the author’s reasoning. Dr Wu utilises his consultant experience with cases and examples that provide real-life applications. The level of mathematics makes it easier for airline practitioners and students to understand the key concepts and apply them. Dr Wu’s latest book is a great companion to Airline Operations and Scheduling by Massoud Bazargan, also published by Ashgate.1

Airline Operations and Delay Management fills a gap within the area of airline schedule planning by addressing the close relationships between network development, economic driving forces, schedule demands and operational complexity. The pursuit of robust airline scheduling and reliable airline operations is discussed in light of the future trends of airline scheduling and technology applications in airline operations.

March 2010 254 pages
Hardback 978-0-7546-7293-7 £65.00 £119.95
ebook PDF 978-0-7546-9190-7
ebook ePUB 978-1-4094-8624-4

www.ashgate.com/isbn/9780754672937

The British Pacific Fleet and its Legacy, 1944–50
Jon Robb-Webb, Joint Services Command and Staff College and King’s College London, UK

The British Pacific Fleet (BPF) was formed in October 1944 and dispatched to fight alongside the USN in the Central Pacific under Admiral Nimitz. This study explores the role of the BPF and its legacy through each level of war, from the grand strategic, through the military strategic and operational levels down to the tactical level. What is revealed through this approach is not just a new understanding of the importance of the BPF but also how interconnected each of the levels is. Written after extensive primary research the book also brings to light material drawn from the Admiralty’s own secret Monthly Intelligence Reports, illustrating how the experience of the war in the Pacific would cast a long shadow over the very different circumstances of the post-war world.

January 2013 320 pages
Hardback 978-0-7546-6851-0 £75.00 £134.95
ebook PDF 978-1-4094-5383-3
ebook ePUB 978-1-4094-7333-6

www.ashgate.com/isbn/9780754668510

Understanding Decision-making Processes in Airline Operations Control
Peter J. Bruce, Swinburne University of Technology, Australia

An excellent study which underlines the complexity of airline operations and, most importantly, the potential effectiveness of airline operational control centres (OCC) which have to respond to singular or multiple disruptions. These can vary enormously and challenge some of the best prepared and trained OCC teams. Understanding airline policies, developing plans and checklists, training, integrating information systems for situational awareness and effective two-way communications are essential for a successful outcome.1

Chris Peet, VP Network Control & Logistics (retired)
Emirates Airline Operations

Understanding Decision-Making Processes in Airline Operations Control focuses on an area largely overlooked: an airline’s Operations Control Centre (OCC). This serves as the nerve centre of the airline and is responsible for decision-making with respect to operational control of an airline’s daily schedules. The book examines many aspects of individual decision-making in airline operations, and addresses the deficiencies found by presenting to the reader an examination of the relationships among situation awareness, information completeness, experience, expertise, decision considerations and decision alternatives in OCCs.

Includes 14 b&w illustrations
October 2011 206 pages
Hardback 978-1-4094-1149-9 £60.00 £109.95
ebook PDF 978-1-4094-1148-2
ebook ePUB 978-1-4094-8677-0

www.ashgate.com/isbn/9781409411482

About Ashgate’s History List

History remains the single largest list within Ashgate’s publishing programme, and offers an imaginative and expanding platform to showcase some of the best new scholarly research. These books continue to challenge received ideas about the past, and to provide a more sophisticated understanding of how human societies worked, interacted and expressed themselves.

From time to time this list encompasses aviation history, especially maritime air power.

Visit www.ashgate.com/history

Aviation History

The British Pacific Fleet Experience and Legacy, 1944–50

The British Pacific Fleet (BPF) was formed in October 1944 and dispatched to fight alongside the USN in the Central Pacific under Admiral Nimitz. This study explores the role of the BPF and its legacy through each level of war, from the grand strategic, through the military strategic and operational levels down to the tactical level. What is revealed through this approach is not just a new understanding of the importance of the BPF but also how interconnected each of the levels is. Written after extensive primary research the book also brings to light material drawn from the Admiralty’s own secret Monthly Intelligence Reports, illustrating how the experience of the war in the Pacific would cast a long shadow over the very different circumstances of the post-war world.

January 2013 320 pages
Hardback 978-0-7546-6851-0 £75.00 £134.95
ebook PDF 978-1-4094-5383-3
ebook ePUB 978-1-4094-7333-6

www.ashgate.com/isbn/9780754668510

The Next War in the Air

Britain’s Fear of the Bomber, 1908–1941
Brett Holman, University of New England, Australia

In the early twentieth century, the technology of flight changed warfare. Writers argued that the main strategic risk to Britain was the possibility of a sudden, destructive aerial bombardment of Britain’s cities. For the first time, The Next War in the Air draws on archival documents and publications from 1908-1941 to reconstruct the concept of the knock-out blow as it was articulated in the public sphere, the reasons why it came to be so widely accepted, and the way it shaped the responses of the British public to some of the great issues facing them in the 1930s.

June 2014 249 pages
Hardback 978-1-4094-4733-7 £75.00 £134.95
ebook PDF 978-1-4094-4734-4
ebook ePUB 978-1-4224-0399-5

www.ashgate.com/isbn/9781409447337

Aviation Systems and Operations

Order online at www.ashgate.com/aviation and receive a 10% discount
# Index

## A

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abdelghany, Ahmed</td>
<td>12</td>
</tr>
<tr>
<td>Abdelghany, Khaled</td>
<td>12</td>
</tr>
<tr>
<td>Absent Aviators</td>
<td>9</td>
</tr>
<tr>
<td>Aeromedical Psychology</td>
<td>16</td>
</tr>
<tr>
<td>Aeromedical Transportation</td>
<td>16</td>
</tr>
<tr>
<td>Aircraft Command Techniques</td>
<td>17</td>
</tr>
<tr>
<td>Air Finance</td>
<td>5</td>
</tr>
<tr>
<td>Airline Marketing and Management</td>
<td>6</td>
</tr>
<tr>
<td>Airline Operations and Delay Management</td>
<td>19</td>
</tr>
<tr>
<td>Airline Operations and Scheduling</td>
<td>19</td>
</tr>
<tr>
<td>Airline Training Pilot, The</td>
<td>17</td>
</tr>
<tr>
<td>Airport Competition</td>
<td>12</td>
</tr>
<tr>
<td>Airport Marketing</td>
<td>12</td>
</tr>
<tr>
<td>Air Transport and the Environment</td>
<td>9</td>
</tr>
<tr>
<td>Air Transportation</td>
<td>8</td>
</tr>
<tr>
<td>Air Transport in the 21st Century</td>
<td>12</td>
</tr>
<tr>
<td>Air Transport in the Asia Pacific</td>
<td>5</td>
</tr>
<tr>
<td>Alfieid, Hans-Henrich</td>
<td>8</td>
</tr>
<tr>
<td>Applied Human Factors in Aviation Maintenance</td>
<td>13</td>
</tr>
<tr>
<td>Ashgate Studies in Human Factors for Flight Operations Series</td>
<td>14</td>
</tr>
<tr>
<td>Aviation and Tourism</td>
<td>6</td>
</tr>
<tr>
<td>Aviation Investment</td>
<td>4</td>
</tr>
<tr>
<td>Aviation Markets</td>
<td>6</td>
</tr>
<tr>
<td>Aviation Mental Health</td>
<td>18</td>
</tr>
<tr>
<td>Aviation Project Management</td>
<td>18</td>
</tr>
<tr>
<td>Aviation Psychology in Practice</td>
<td>17</td>
</tr>
<tr>
<td>Aviation Visual Perception</td>
<td>14</td>
</tr>
</tbody>
</table>

## B

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barshi, Immanuel</td>
<td>14, 15</td>
</tr>
<tr>
<td>Bartsch, Ronald J.C.</td>
<td>10</td>
</tr>
<tr>
<td>Bazargan, Massoud</td>
<td>8</td>
</tr>
<tr>
<td>Bierman, Benjamin A.</td>
<td>14</td>
</tr>
<tr>
<td>Beyond Aviation Human Factors</td>
<td>13</td>
</tr>
<tr>
<td>Bigda-Peyton, Thomas G.</td>
<td>15</td>
</tr>
<tr>
<td>Boc, Robert</td>
<td>18</td>
</tr>
<tr>
<td>Bridges, Donna</td>
<td>9</td>
</tr>
<tr>
<td>British Pacific Fleet Experience and Legacy.</td>
<td>19</td>
</tr>
<tr>
<td>Brown, Jeffrey P.</td>
<td>15</td>
</tr>
<tr>
<td>Bruce, Peter J.</td>
<td>19</td>
</tr>
<tr>
<td>Budd, Lucy</td>
<td>3, 12</td>
</tr>
<tr>
<td>Buying the Big Jets</td>
<td>12</td>
</tr>
</tbody>
</table>

## C

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caldwell, J. Lynn</td>
<td>15</td>
</tr>
<tr>
<td>Caldwell, John A.</td>
<td>15</td>
</tr>
<tr>
<td>Clark, Paul</td>
<td>7, 12</td>
</tr>
<tr>
<td>Commercial Aircraft Projects</td>
<td>8</td>
</tr>
<tr>
<td>Cook, Andrew</td>
<td>18</td>
</tr>
<tr>
<td>Culture at Work in Aviation and Medicine</td>
<td>13</td>
</tr>
</tbody>
</table>

## D

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daley, Ben</td>
<td>9</td>
</tr>
<tr>
<td>Dekker, Sidney</td>
<td>14</td>
</tr>
<tr>
<td>Designing and Executing Strategy in Aviation Management</td>
<td>8</td>
</tr>
<tr>
<td>Designing Future-Oriented Airline Businesses</td>
<td>11</td>
</tr>
<tr>
<td>Dismukes, R. Key</td>
<td>14, 15</td>
</tr>
<tr>
<td>D’Oliveiras, Teresa</td>
<td>17</td>
</tr>
<tr>
<td>Duval, David Timothy</td>
<td>5</td>
</tr>
</tbody>
</table>

## E

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Learning in Aviation</td>
<td>14</td>
</tr>
<tr>
<td>Ethical Issues in Aviation</td>
<td>8</td>
</tr>
<tr>
<td>European Air Traffic Management</td>
<td>8</td>
</tr>
<tr>
<td>Evolution of International Aviation</td>
<td>2</td>
</tr>
</tbody>
</table>

## F

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fallucco, Sal J.</td>
<td>17</td>
</tr>
<tr>
<td>Farris, Candace</td>
<td>12</td>
</tr>
<tr>
<td>Fatigue in Aviation: A Guide to Staying Awake at the Stick</td>
<td>15</td>
</tr>
<tr>
<td>Fleming, Ken</td>
<td>6</td>
</tr>
<tr>
<td>Flight Simulation</td>
<td>6</td>
</tr>
<tr>
<td>Flouiti, Triant G.</td>
<td>13</td>
</tr>
<tr>
<td>Flying Fast Jets</td>
<td>13</td>
</tr>
<tr>
<td>Flying in the Face of Criminalization</td>
<td>10</td>
</tr>
<tr>
<td>Forsyth, Peter</td>
<td>6, 12</td>
</tr>
<tr>
<td>Foundations of Airline Finance</td>
<td>8</td>
</tr>
<tr>
<td>Frazer, Eileen</td>
<td>12</td>
</tr>
<tr>
<td>Fuller, Ray</td>
<td>17</td>
</tr>
</tbody>
</table>

## G

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geographies of Air Transport, The</td>
<td>7</td>
</tr>
<tr>
<td>Gibb, Randy</td>
<td>2</td>
</tr>
<tr>
<td>Gillen, David</td>
<td>6, 12</td>
</tr>
<tr>
<td>Goetz, Andrew R.</td>
<td>7</td>
</tr>
<tr>
<td>Gopin, John J.</td>
<td>14, 15</td>
</tr>
<tr>
<td>Gradwell, David</td>
<td>15</td>
</tr>
<tr>
<td>Graham, Anne</td>
<td>6</td>
</tr>
<tr>
<td>Gray, Rob</td>
<td>14</td>
</tr>
<tr>
<td>Green, Roger G</td>
<td>15</td>
</tr>
<tr>
<td>Green, Roger L</td>
<td>15</td>
</tr>
<tr>
<td>Gross, Sven</td>
<td>7</td>
</tr>
</tbody>
</table>

## H

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halford, Carl D.</td>
<td>14, 15</td>
</tr>
<tr>
<td>Harris, Don</td>
<td>15</td>
</tr>
<tr>
<td>Hawkins, Frank H.</td>
<td>15</td>
</tr>
<tr>
<td>Helmreich, Robert L.</td>
<td>13</td>
</tr>
<tr>
<td>Holloway, Stephen</td>
<td>7</td>
</tr>
<tr>
<td>Holman, Brett</td>
<td>19</td>
</tr>
<tr>
<td>Hoppe, Elizabeth A</td>
<td>8</td>
</tr>
<tr>
<td>Hubbard, Todd</td>
<td>18</td>
</tr>
<tr>
<td>Human Error Approach to Aviation Accident</td>
<td>15</td>
</tr>
<tr>
<td>Analysis, A</td>
<td>15</td>
</tr>
<tr>
<td>Human Factors for Pilots</td>
<td>15</td>
</tr>
<tr>
<td>Human Factors in Flight</td>
<td>15</td>
</tr>
<tr>
<td>Human Factors in Multi-Crew Flight Operations</td>
<td>15</td>
</tr>
<tr>
<td>Human Factors in Simulation and Assessment Series</td>
<td>16</td>
</tr>
<tr>
<td>Human Performance on the Flight Deck</td>
<td>15</td>
</tr>
<tr>
<td>Huschelrath, Kai</td>
<td>6</td>
</tr>
</tbody>
</table>

## I

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementing Safety Management Systems in Aviation</td>
<td>14</td>
</tr>
<tr>
<td>International Aviation Law</td>
<td>10</td>
</tr>
<tr>
<td>Introduction to Air Transport Economics</td>
<td>6</td>
</tr>
<tr>
<td>Ison, Stephen</td>
<td>3</td>
</tr>
</tbody>
</table>

## J

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>James, Melanie</td>
<td>15</td>
</tr>
<tr>
<td>Jarach, David</td>
<td>12</td>
</tr>
<tr>
<td>Johnston, Neil</td>
<td>13, 17</td>
</tr>
<tr>
<td>Jorge-Calderon, Doramas</td>
<td>4</td>
</tr>
</tbody>
</table>

## K

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kay, Gary G</td>
<td>16</td>
</tr>
<tr>
<td>Kearns, Suzanne K</td>
<td>14</td>
</tr>
<tr>
<td>Kennedy, Carrie H</td>
<td>16</td>
</tr>
</tbody>
</table>

## L

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lee, Alfred T.</td>
<td>17</td>
</tr>
<tr>
<td>Lee, Rob B.</td>
<td>13</td>
</tr>
<tr>
<td>Lennon, Michael</td>
<td>14</td>
</tr>
<tr>
<td>Liberalization in Aviation</td>
<td>6</td>
</tr>
<tr>
<td>Limits of Expertise, The</td>
<td>14</td>
</tr>
<tr>
<td>Lock, Dennis</td>
<td>7</td>
</tr>
<tr>
<td>Loukopoulos, Loukia D.</td>
<td>14, 15</td>
</tr>
<tr>
<td>Low Cost Carriers</td>
<td>3</td>
</tr>
<tr>
<td>Low Cost Carrier Worldwide, The</td>
<td>7</td>
</tr>
<tr>
<td>Luck, Michael</td>
<td>7</td>
</tr>
</tbody>
</table>

## M

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mackay, Liam</td>
<td>6</td>
</tr>
<tr>
<td>Managing Aviation Projects from Concept to Completion</td>
<td>8</td>
</tr>
<tr>
<td>Managing the Skies</td>
<td>7</td>
</tr>
<tr>
<td>Martin, T.</td>
<td>18</td>
</tr>
<tr>
<td>Mateos, Andreas</td>
<td>10</td>
</tr>
<tr>
<td>Maurino, Daniel E</td>
<td>13, 14</td>
</tr>
<tr>
<td>McDonald, Nick</td>
<td>17</td>
</tr>
<tr>
<td>Mechanisms in the Chain of Safety</td>
<td>17</td>
</tr>
<tr>
<td>Merritt, Ashleigh C.</td>
<td>13</td>
</tr>
<tr>
<td>Michaelides-Mateos, Sofia</td>
<td>10</td>
</tr>
<tr>
<td>Mills, Albert J.</td>
<td>9</td>
</tr>
<tr>
<td>Misunderstandings in ATM Communication</td>
<td>14</td>
</tr>
<tr>
<td>Modeling Applications in the Airline Industry</td>
<td>12</td>
</tr>
<tr>
<td>Morrell, Peter S.</td>
<td>5, 7</td>
</tr>
<tr>
<td>Muri, Helen</td>
<td>15</td>
</tr>
<tr>
<td>Muller, Jurgen</td>
<td>12</td>
</tr>
<tr>
<td>Multitasking Myth, The</td>
<td>15</td>
</tr>
</tbody>
</table>

## N

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neal-Smith, Jane</td>
<td>9</td>
</tr>
<tr>
<td>Neuroscience and the Practice of Aviation Medicine, The</td>
<td>18</td>
</tr>
<tr>
<td>Newman, David G</td>
<td>12</td>
</tr>
<tr>
<td>Next War in the Air, The</td>
<td>18</td>
</tr>
<tr>
<td>Nicholson, Anthony N.</td>
<td>18</td>
</tr>
<tr>
<td>Niemeier, Hans-Martin</td>
<td>6, 12</td>
</tr>
</tbody>
</table>

## O

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>O’Connell, John F.</td>
<td>12</td>
</tr>
<tr>
<td>Orlady, Harry W</td>
<td>15</td>
</tr>
<tr>
<td>Orlady, Linda M</td>
<td>15</td>
</tr>
<tr>
<td>Oster, Clinton V</td>
<td>3</td>
</tr>
<tr>
<td>Oswald, Sharon L</td>
<td>3</td>
</tr>
<tr>
<td>Overton, John W</td>
<td>18</td>
</tr>
</tbody>
</table>

## P

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Papatheodorou, Andreas</td>
<td>6</td>
</tr>
<tr>
<td>Passenger Behaviour</td>
<td>18</td>
</tr>
<tr>
<td>Passenger Has Gone Digital and Mobile, The</td>
<td>12</td>
</tr>
<tr>
<td>Patskar, Manoj S</td>
<td>13, 15</td>
</tr>
<tr>
<td>Pilarski, Adam M</td>
<td>12</td>
</tr>
</tbody>
</table>

## R

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reason, James</td>
<td>13</td>
</tr>
<tr>
<td>Rhodeas, Dawa L</td>
<td>12</td>
</tr>
<tr>
<td>Risk Management and Corporate Sustainability in Aviation</td>
<td>8</td>
</tr>
<tr>
<td>Robb-Webb, Jon</td>
<td>19</td>
</tr>
</tbody>
</table>

## S

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabin, Edward J.</td>
<td>15</td>
</tr>
<tr>
<td>Safety and Quality in Medical Transport Systems</td>
<td>18</td>
</tr>
<tr>
<td>Safety Culture</td>
<td>15</td>
</tr>
<tr>
<td>Safety Management Systems in Aviation</td>
<td>15</td>
</tr>
<tr>
<td>Scharff, Lauren</td>
<td>14</td>
</tr>
<tr>
<td>Shappell, Scott A</td>
<td>15</td>
</tr>
<tr>
<td>Shaw, Stephen</td>
<td>6</td>
</tr>
<tr>
<td>Smallwood, Tony</td>
<td>17</td>
</tr>
<tr>
<td>Starkie, David</td>
<td>6</td>
</tr>
<tr>
<td>Stolerz, Alan J</td>
<td>14, 15</td>
</tr>
<tr>
<td>Stormy Skies</td>
<td>7</td>
</tr>
<tr>
<td>Straight and Level</td>
<td>7</td>
</tr>
<tr>
<td>Strong, John S</td>
<td>1</td>
</tr>
</tbody>
</table>

## T

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tacker, Thomas</td>
<td>6</td>
</tr>
<tr>
<td>Tanjia, Nawal K</td>
<td>11, 12</td>
</tr>
<tr>
<td>Taylor, James C</td>
<td>13</td>
</tr>
</tbody>
</table>

## U

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding Decision-making Processes in Airline Operations Control</td>
<td>19</td>
</tr>
</tbody>
</table>

## V

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vastigh, Bijan</td>
<td>6</td>
</tr>
<tr>
<td>Voogt, Alex de</td>
<td>17</td>
</tr>
</tbody>
</table>

## W

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wanssen, John G</td>
<td>8</td>
</tr>
<tr>
<td>Why Can’t We Make Money in Aviation?</td>
<td>12</td>
</tr>
<tr>
<td>Wiegman, Douglas A</td>
<td>15</td>
</tr>
<tr>
<td>Williams, George</td>
<td>12</td>
</tr>
<tr>
<td>Wolf, Hartmut</td>
<td>6</td>
</tr>
<tr>
<td>Wu, Cheng-Lung</td>
<td>19</td>
</tr>
</tbody>
</table>

## Y

<table>
<thead>
<tr>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yilmaz, Ayse Kucuk</td>
<td>8</td>
</tr>
<tr>
<td>Young, Mark</td>
<td>16</td>
</tr>
</tbody>
</table>