

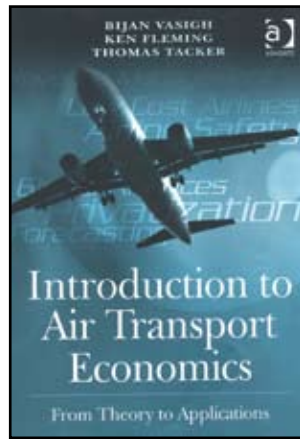


# Aviation 2009

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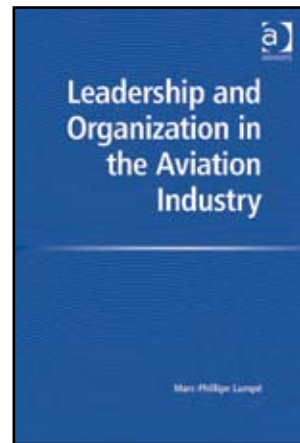
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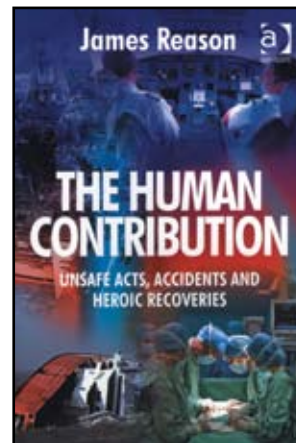
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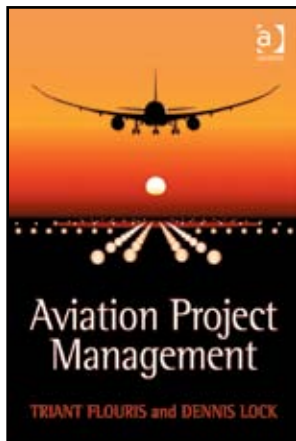
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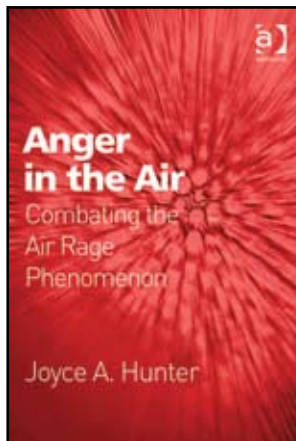
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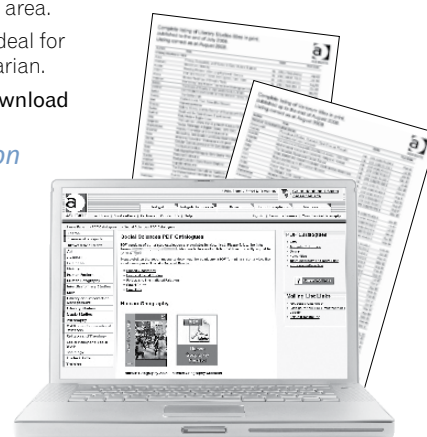
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NEW

## Flying Ahead of the Airplane

Nawal K. Taneja, Ohio State University, USA

Credit crisis, soaring fuel charges, environmental pressures, route liberalization and intense global competition—the combination of challenges facing commercial airlines is unprecedented. Some are going bankrupt, more will follow. Survivors will be the ones with the leadership to anticipate and exploit an uncertain business environment.

In *Flying Ahead of the Airplane*, Nawal K. Taneja analyzes global changes and thought-provoking scenarios to help airline executives adjust and adapt to the chaotic world.

Drawing on his experience of real airline situations worldwide, the author concludes that there is a gulf between what executives are doing now and what they need to do to stay ahead of the curve.

To close this gap, the author suggests that airline executives focus on just three relevant initiatives:

- aligning long-term strategies to address the changing marketplace;
- redesigning organization structures to develop brands that genuinely deliver value and;
- acquiring capability to handle sudden developments.

To support the second initiative, the book provides insights on branding from twenty fascinating non-aviation case studies from around the world.

### Authoritative views

This book also offers more than the author's personal analysis, it contains opinions from a broad group of airline CEOs. In a collection of forewords they each give their own authoritative views of what is ahead for the aviation industry. The reader therefore has an additional body of wisdom to call on.

### Stark choices

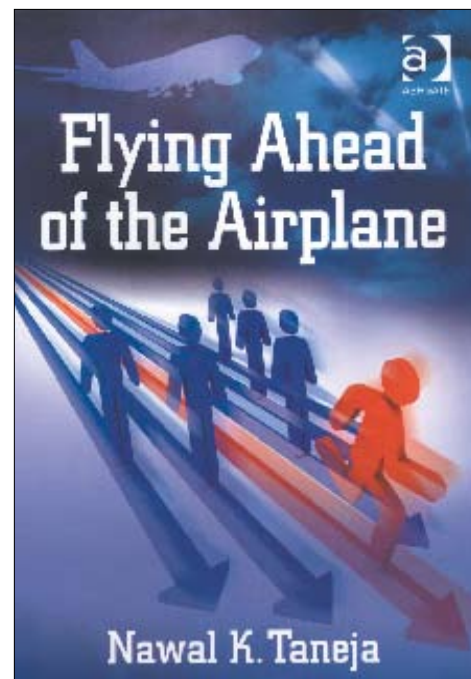
There are stark choices ahead. Airlines willing to develop insight from foresight relating to the expected 'step phase changes' will eventually improve their margins. The backward-looking airlines, using old strategic levers and short-term metrics, will cease to exist, merge, shrink, become more dependent on government support, or become irrelevant. 'Management innovations' alone are not going to deliver the required improvements – innovation within management is also essential for airlines' survival.

*Flying Ahead of the Airplane* will assist practitioners in airlines of every size to integrate future trends into their mainstream thinking and launch flexible business models to manage risk and compete effectively in the 'flattening world.'

**Contents:** Preface. Forewords; Introduction; Monitoring über Trends; Game Changing; Potential Airline Scenarios; Are Airline Managers Prepared?; Social Networking Phenomena; Building Airline Brands and Developing Loyalty; Gaining Insights from Non-Airline Brands Around the World; Preparing for Tomorrow; Index.

### Key Points:

- Provides a well-informed view of the future of the airline industry.
- A pragmatic and timely book that speaks directly to aviation executives.
- Features best practice from many leading businesses outside of aviation.



November 2008. 298 pages  
978-0-7546-7579-2. Hardback. £30.00  
978-0-7546-9321-5. eBook. [www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)

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### About the Author:

Nawal K. Taneja has more than 30 years of experience in the airline industry. He has worked for and advised major airlines and airline-related businesses worldwide in the areas of strategic and tactical planning. He has also served as Professor and Chairman of the Aerospace Engineering and Aviation Department at the Ohio State University, USA. On the government side, he has advised civil aviation authorities in public policy areas.

## Fasten Your Seatbelt: The Passenger is Flying the Plane

Nawal K. Taneja, Ohio State University, USA

"...a valuable tool for learning to deal with a rapidly changing commercial aviation landscape and an interesting read for both airline administrators and aviation buffs alike."

—Collegiate Aviation News

This book firstly examines customer behaviour and how to address it. Secondly, it discusses the required changes on the part of airline management not only to think boldly, but also to execute courageously and relentlessly, ground-breaking strategies to fly ahead of their customers.



2005. 268 pages.  
978-0-7546-4528-3  
Hardback. £40.00

## Simpli-Flying

Optimizing the Airline Business Model

Nawal K. Taneja, Ohio State University, USA

"...Airline practitioners and others interested in the airline business will find this book valuable – and definitely a worthwhile read."  
– Tony Fernandes, Chief Executive Officer, AirAsia

The airline industry is in a state of radical restructuring as its markets and key stakeholders adjust to the new aviation realities. Written by an experienced airline business strategist and international in scope, this wide-ranging book identifies challenges and problems, presents comprehensive analyzes and suggests solutions.



2004. 256 pages.  
978-0-7546-4193-3  
Hardback. £60.00

## KEY TEXTBOOK

# Air Transportation

## A Management Perspective

John G. Wensveen, Dowling College, USA

Sixth Edition

*"The essential textbook for business and management commercial aviation programmes, providing not only a comprehensive introduction to theory and practice but also the real aspects of airline management."*

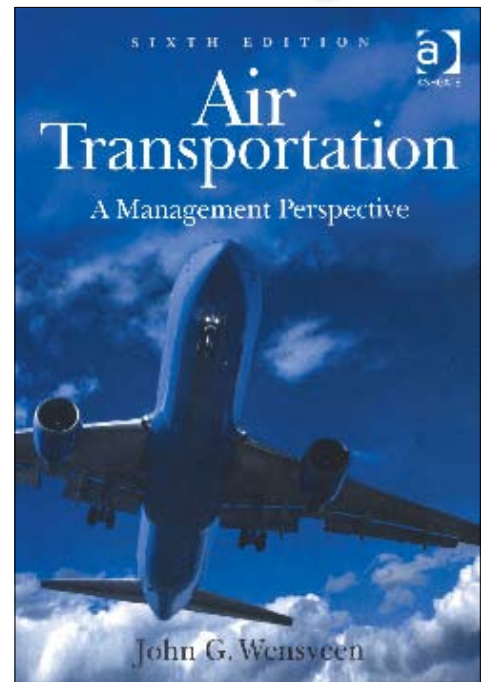
– Airways

Now in its sixth edition, *Air Transportation* by John Wensveen is a proven textbook that offers a comprehensive introduction to the theory and practice of air transportation management.

In addition to explaining the fundamentals, this book takes the reader to the leading edge of the discipline, using past and present trends to forecast future challenges the industry may face and encouraging the reader to really think about the decisions a manager implements. The sixth edition contains updated material on airline passenger marketing, labour relations, financing and heightened security precautions. Arranged in sharply focused modules and accessible sections, the exposition is clear and reader-friendly.

*Air Transportation* is suitable for all aviation programmes that feature business and management. Its accessible structure and style make it highly suitable for modular courses and distance learning programmes, or for self-directed study and continuing personal professional development.

**Contents:** Preface. PART 1: AN INTRODUCTION TO AIR TRANSPORT: Aviation: an overview; Historical perspective; Air transportation: regulators and associations; The general aviation industry. PART 2: STRUCTURE AND ECONOMICS OF AIRLINES: The airline industry; Economic characteristics of the airlines. PART 3: MANAGERIAL ASPECTS OF AIRLINES: Airline management and organization; Forecasting methods; Airline passenger marketing; Airline pricing, demand, and output determination; Air cargo; Principles of airline scheduling; Fleet planning: the aircraft selection process; Airline labor relations; Airline financing. PART 4: THE INTERNATIONAL SCENE: International aviation; Appendices; Index.



2007. 590 pages  
978-0-7546-7165-7. Hardback. £80.00  
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## Airline Marketing and Management

Stephen Shaw, SSA Ltd, UK

Sixth Edition

*"...This sixth edition of Stephen Shaw's respected book brings a framework to airline marketing that is essential reading to all involved in air transport."*

– Roger Wootton, City University, London, UK

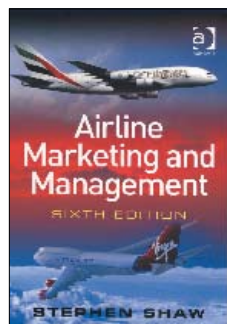
*"...the standard for airline marketing textbooks."*

*The sixth edition is as useful as the first was all those years ago and focuses on both the long-term problems that the industry continues to face, as well as the new ones that are constantly emerging."*

– Barry Humphreys, Virgin Atlantic Airways

*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 updated and expanded 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.

**Contents:** Introduction; The fundamentals; The market for air transport services; The marketing environment; Airline business and marketing strategies; Product analysis in airline marketing; Pricing and revenue management; Distributing the product; Brands management in airline marketing; Relationship marketing; Airline selling, advertising and promotional policies; The future of airline marketing; Glossaries; Index.



2007. 336 pages  
978-0-7546-4819-2  
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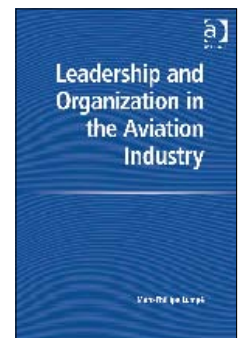
- Demonstrates how marketing principles can be applied to maximize airline success.
- Full of practical examples of successful airline strategies.

## Leadership and Organization in the Aviation Industry

Marc-Philippe Lumpé, Air Berlin, Germany

This book presents a research project that was carried out to develop leadership and organizational structures in accordance with the requirements created by different professional backgrounds within the aviation industry. The results made it not only possible to isolate twelve different professional cultures, but also to identify their distinguishing traits which served as the base for the subsequent development of leadership and organizational structures. The research outcomes open the door to a new and important element of cultural research, complementary to those of organizational and national cultures. Although the study was carried out in the aviation industry, the results gained also appear to be transferable to other industries due to the large variety of professions isolated within the course of the presented study and the specific nature of the aviation industry itself.

**Contents:** Introduction; The major leadership theories; Major organization theories; Professional cultures; The development of the research methodology; The results of the empirical study; Illustration of the results of the empirical survey II; A cross evaluation of the results depicted; Summary and prospect; Appendix; List of references; Index.



May 2008. 270 pages  
978-0-7546-7144-2  
Hardback. £60.00

978-0-7546-8999-7  
eBook.  
[www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)

### Key Points:

- Broad cross-occupational study that allows for identification of dimensions in occupational cultures.
- Develops leadership and organizational structures in accordance with the requirements created by different professional backgrounds within the aviation industry.

NEW EDITION

## Evolution of International Aviation Phoenix Rising

Dawna L. Rhoades, Embry-Riddle Aeronautical University, USA

Ashgate Studies in Aviation Economics and Management

Second Edition

"...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.

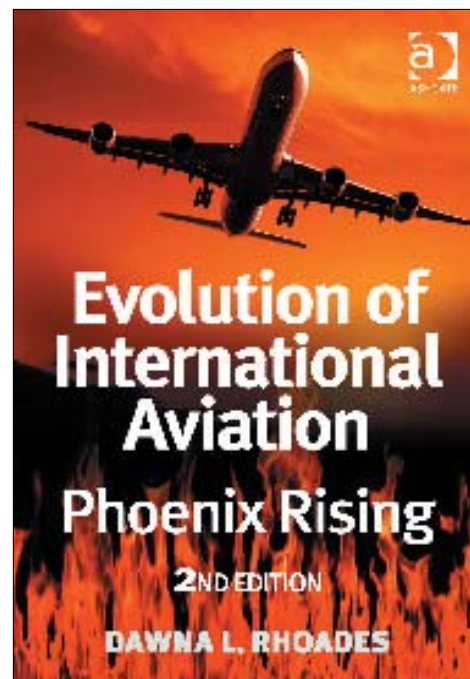
It is intended for both the interested amateur and the serious student and it can be highly recommended to both."

—The Aerospace Professional

This book lays out the forces that shaped the international aviation industry and that changed all the rules in the drive for liberalization. It also looks at the many interesting and difficult choices ahead that the airline industry in general and the international aviation industry in particular face. It is organized into three parts: development of the international aviation system; alliance movements among international air carriers, the growth, opportunities, and challenges of alliances and; the future of international aviation from an aviation system perspective.

This book is 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 more in-depth study.

**Contents:** Preface to second edition. Phoenix rising. PART I: IN THE BEGINNING (1903–1950): Invention to commercial success inventions; The other source of revenue; A dangerous idea?; Chicago, the windy city; Shaping the world. PART II: THE INDUSTRY GROWS UP (1950–2000): Taking off; A brave new world; A different view?; The defining deal of the next century?; The slippery legal slope; The quality question; The need for speed. PART III: FACING THE FUTURE (2000–PRESENT): Searching for profits; Seeking liberal markets; Spreading the promise; Fighting carbon emissions; Diverging visions; After the revolution; A 21st-century airspace; Wave of the future; Index.



November 2008. 296 pages  
978-0-7546-7389-7. Hardback. £35.00

## Designing and Executing Strategy in Aviation Management

Triant G. Flouris, Daniel Webster College, USA and Sharon L. Oswald, Auburn University, USA

"...a 'must read'..."

—Thomas C. Lawton, Imperial College London UK

Comprehensive in coverage and easy-to-read in style, this book allows both professionals and students to understand the principles and practicalities of crafting and executing business strategies with an aviation context.



2006. 208 pages  
978-0-7546-3618-2  
Hardback. £30.00

## Strategic Management in Aviation

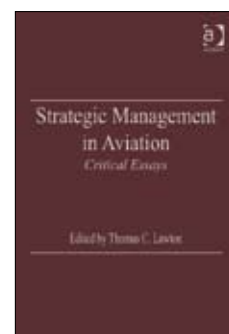
Critical Essays

Edited by Thomas C. Lawton, Imperial College London, UK

"...an indispensable reference of applied aviation strategy..."

—Ray Webster, President, easyJet Airlines plc

This valuable volume reprints the most important and influential journal articles and papers on aviation management with an extensive introduction by the editor. The volume is designed to improve access to the journal literature for libraries expanding their collections and provide scholars with a convenient and authoritative reference source.



2007. 416 pages  
978-0-7546-2651-0  
Hardback. £120.00

## Delivering Excellent Service Quality in Aviation

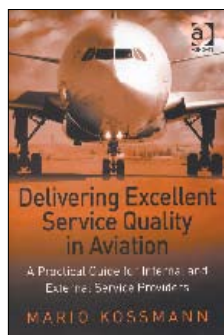
A Practical Guide for Internal and External Service Providers

Mario Kossmann

"The practical step-by-step guide to manage service quality can help many service managers..."

—Airlines

This book is essential for those service providers that are not yet systematically managing their service quality, offering them a step-by-step and easy-to-understand framework they can follow. In addition, those service providers that are already proactively managing their service quality can easily adapt the framework to complement their current way of controlling it.



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NEW

## Introduction to Air Transport Economics

### From Theory to Applications

Bijan Vasigh, Ken Fleming and Thomas Tacker ,  
all at Embry-Riddle Aeronautical University, USA

*"This is a landmark textbook in airline economics as, for the first time, disparate information from various economic disciplines is integrated with key institutional factors that affect the industry. Basic material is presented in an easy-to-read and understand format with plenty of real-world situations."*

– Darryl Jenkins, Director, Ohio State Airline Operations Center, USA

*"This book represents a thorough and comprehensive coverage of the key topics in aviation economics... This book also treats excellently the current policy and strategic issues facing policy makers, airlines, airports and other professionals in aviation. This is a rare book that combines both theory and applications in a very meaningful way."*

– Tae H. Oum, Air Transport Research Society (ATRS) and University of British Columbia, Canada

*"...The book covers a broad range of topics from underlying passenger demand to aviation infrastructure. It offers an overview into the dynamic industry environment while using practical industry applications to explain general economic concepts – a great introduction to the world of aviation and explanation for what keeps airlines in the air."*

– Zane Rowe, Senior Vice President Network Strategy, Continental Airlines

*Introduction to Air Transport Economics: From Theory to Applications* uniquely merges the institutional and technical aspects of the aviation industry with their theoretical economic underpinnings. In one comprehensive textbook it applies economic theory to all aspects of the aviation industry, bringing together the numerous and informative articles and institutional developments that have characterized the field of airline economics in the last two decades as well as adding a number of areas original to an aviation text. Its integrative approach offers a fresh point of view that will find favor with many students of aviation.

The book offers a self-contained theory and applications-oriented text for any individual intent on entering the aviation industry as a practicing professional in the management area. It will be of greatest relevance to undergraduate and graduate students interested in obtaining a more complete understanding of the economics of the aviation industry. It will also appeal to many professionals who seek an accessible and practical explanation of the underlying economic forces that shape the industry.

#### Contents:

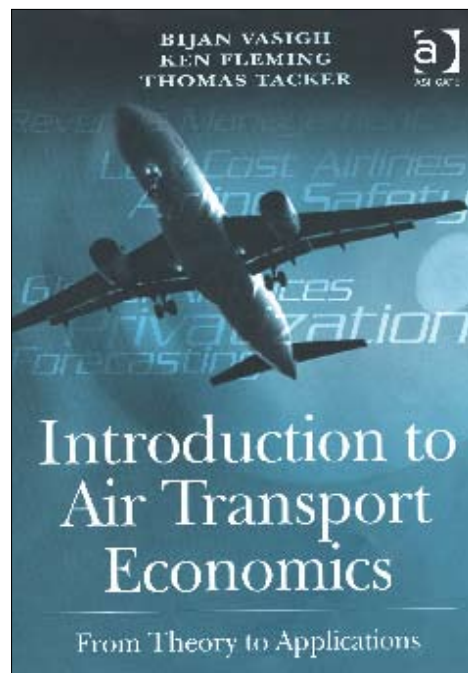
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- Market Demand Analysis and Demand and Supply for Airline Services
- Cost and Production Analysis: The General Concepts
- Aviation Infrastructure: Operations and Ownership
- International Economics and Aviation
- International Aviation: Open Skies and Global Alliances
- Market Structure and Monopolistic Markets
- Hybrid Market Structure and the Aviation Industry
- Aviation Forecasting and Regression Analysis
- Pricing Policy and Revenue Management
- Low Cost, Start-up Airlines: A New Paradigm
- The Economics of Aviation Safety and Security
- Index.

#### About the Authors:

Dr. Bijan Vasigh is Professor of Economics and Finance in the College of Business at Embry-Riddle Aeronautical University, Daytona Beach Florida, USA and a Managing Director at Aviation Consulting Group, LLC. He received a PhD degree in Economics from the State University of New York, USA. Dr. Vasigh is also currently a member of the international faculty at the International Air Transport Association (IATA) Learning Center and instructs Airline Finance and Accounting Management course at IATA training centers around the world.

Dr. Thomas Tacker received a PhD in Economics from the University of North Carolina, USA and has published numerous articles on aviation and general economics both in academic journals and the popular press. He teaches Economics of Air Transportation at Embry-Riddle, at the undergraduate and graduate level. Over his 26 year academic career he has also taught at Wake Forest University, USA and North Carolina State University, USA.

Dr. Ken Fleming has extensive experience in aviation economics and operations research. He specializes in analyzing airspace, air traffic control, and airline operational/management systems. Dr. Fleming has been the principal author or co-author of more than 20 reports over the past six years that have dealt with all aspects of aviation and airspace management. A former military pilot with over 3,000 hours in nine different aircraft, he holds an FAA Commercial Pilot Airplane Single and Multi-engine Instrument Rating.



August 2008. 350 pages  
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978-0-7546-7081-0. Paperback. £25.00

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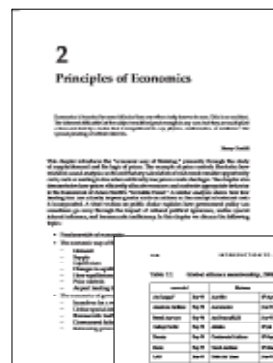


Table 11.1 Global airline connectivity, 2006

Country	Airline	Hub	City	Year
Australia	Qantas	Melbourne	Perth	2006
Australia	Qantas	Melbourne	Brisbane	2006
Australia	Qantas	Melbourne	Sydney	2006
Australia	Qantas	Melbourne	Auckland	2006
Australia	Qantas	Melbourne	Wellington	2006
Australia	Qantas	Melbourne	Christchurch	2006
Australia	Qantas	Melbourne	Dunedin	2006
Australia	Qantas	Melbourne	Hamilton	2006
Australia	Qantas	Melbourne	Palmerston North	2006
Australia	Qantas	Melbourne	Tairāhema	2006
Australia	Qantas	Melbourne	Whangarei	2006
Australia	Qantas	Melbourne	Christchurch	2006
Australia	Qantas	Melbourne	Dunedin	2006
Australia	Qantas	Melbourne	Hamilton	2006
Australia	Qantas	Melbourne	Palmerston North	2006
Australia	Qantas	Melbourne	Tairāhema	2006
Australia	Qantas	Melbourne	Whangarei	2006
Australia	Qantas	Melbourne	Christchurch	2006
Australia	Qantas	Melbourne	Dunedin	2006
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Australia	Qantas	Melbourne	Palmerston North	2006
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Australia	Qantas	Melbourne	Christchurch	2006
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Australia	Qantas	Melbourne	Dunedin	2006
Australia	Qantas	Melbourne	Hamilton	2006
Australia	Qantas	Melbourne	Palmerston North	2006
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NEW

## Straight and Level Practical Airline Economics

Stephen Holloway

Third Edition

*"...a complete, no nonsense backbone of airline economics, providing a fundamental foundation for any student of the industry – thought provoking and real-time in this current cycle of uncertainty."*

– Bryson P. Monteleone, Vice President and CFO, Morton Beyer & Agnew, Washington, DC, USA

*"...the 'bible' on this complex and volatile subject..."*  
– Airways

This third edition of *Straight and Level* thoroughly updates the previous edition with extensive comments on recent industry developments and emerging business models. Written primarily for masters-level students in aviation management courses, the book should also be useful to practitioners, as it will appeal to established managers moving from functional posts into general management. More broadly, anyone with knowledge of the airline industry who wants to gain a deeper understanding of its economics at a practical level and an insight into the reasons for its financial volatility should find the book of interest.

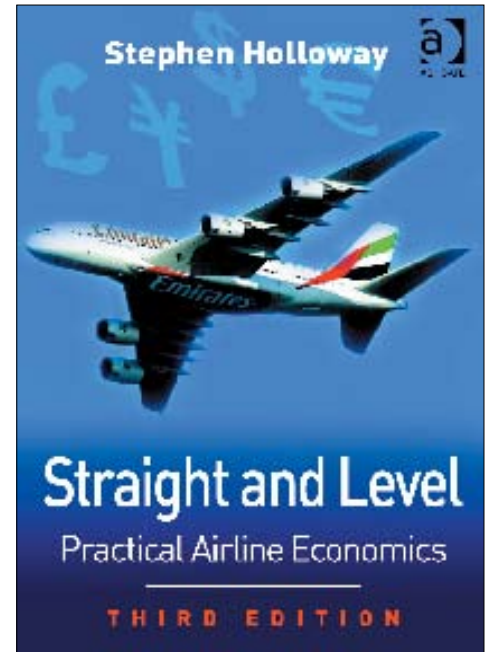
**Contents:** Foreword, Maurice Flanagan; Preface. PART 1: STRATEGIC CONTEXT: Strategic context. PART 2: OPERATING PERFORMANCE DRIVERS: Traffic; Yield; Output; Unit cost. PART 3: CAPACITY MANAGEMENT: Network management: design; Network management: scheduling; Fleet management; Revenue management. PART 4: OPERATING PERFORMANCE: Strategy, economics, and operating performance; References; Index.

**Key Points:**

- Explores the fundamentals of airline economics.
- Examines critical aspects of capacity management.

**About the Author:**

Stephen Holloway is a former investment banker who has worked as an independent consultant since the early 1990s. He was educated at the London School of Economics, the University of Southern California and Cranfield University. As well as vocational qualifications in the financial services and travel industries, he holds advanced degrees in systems management and air transport management.



October 2008. 614 pages  
978-0-7546-7256-2. Hardback. £75.00  
978-0-7546-7258-6. Paperback. £27.50  
978-0-7546-9090-0. eBook. [www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)

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## Aviation Markets

Studies in Competition and Regulatory Reform

David Starkie

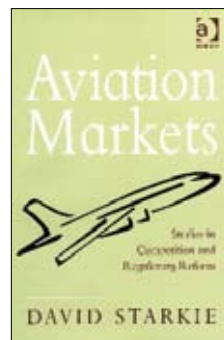
*"...provides an excellent and accessible analysis of the major aviation issues and challenges today... a 'must read' for everyone in the aviation industry."*

– David Gillen, University of British Columbia, Canada

*Aviation Markets* is a collection of 17 papers selected from David Starkie'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.

These papers have been selected to illustrate a significant theme that has been relatively neglected thus far in both aviation and industrial economics – the role of the market and its interplay with the development of economic policy in the context of a dynamic industry. The result provides a strong flavour of how market mechanisms, and particularly competition, can operate to successfully resolve policy issues.

The book will be of interest to academics and those engaged in the formulation of aviation policy, such as public administrators and consultants, as well as those working in the aviation industry.



April 2008. 250 pages  
978-0-7546-7360-6  
Hardback. £60.00

978-0-7546-7388-0  
Paperback. £30.00

Inspection copies available for the paperback edition

**Key Points:**

- An essential reference collection of 17 papers from one of the best regarded names in aviation economics and policy.
- Blends reworked papers with new work, all contributing to a largely overlooked theme.
- Original overview chapters provide additional context, explanation and link to current issues.

## Airline Finance

Peter S. Morrell, Cranfield University, UK

Third Edition

*"...an excellent guide to both the routine financial requirements, such as financial statements and ratios, and also to the specific issues facing airline finance executives, such as airline risk management, valuations and privatisations. This is an essential compendium to airline finance executives, their financiers and investors and anyone with a passion for this fascinating industry."*

– Ian Milne, British Airways

Revised and updated in its third 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 consulted separately. It features several important new topics, including Low Cost Carriers (LCCs), fuel hedging and US Chapter 11 provisions.

**Contents:** Preface; Industry financial performance; Airline financial statements; Airline financial ratios; Airline valuation; Sources of finance; Equity finance; Airline privatisation; Airline financial planning and appraisal; Risk management: foreign currency and fuel price; Aircraft leasing; Aircraft securitisation; Airline bankruptcy; Industry financial prospects; Bibliography; Index.



2007. 276 pages  
978-0-7546-7000-1  
Hardback. £60.00

978-0-7546-7134-3  
Paperback. £30.00

978-0-7546-8476-3  
eBook.  
[www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)

Inspection copies available for the paperback edition

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## NEW

### 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

*"...comprehensive and fresh look at tourism and aviation, covering all of the critical areas... this collection of essays is essential reading. Highly recommended."*

— David Gillen, University of British Columbia, Canada

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.

**Contributors:** Anne Graham, Peter Forsyth, Andreas Papatheodorou, Gang Li, Steven Shaw, Anastasia Vasiliadou, George Williams, Zheng Lei, Sean Barrett, John Zammit, Kostas Iatrou, Elena Tsitsiragou, Keith Debbage, Khaula Alkaabi, Nuno Mocica Brilha, Rafael Echevarne, Nigel Halpern, Jukka Niskala, Marianna Sigala, Brian Graham, Ben Daley, Dimitrios Dimitriou, Callum Thomas, Respicio Espirito Santo Jr., John F. O'Connell, Pavlos Arvanitis, Petros Zenelis, Neelu Seetaram, Semisi Taumoepeau.

### Airline Operations and Scheduling

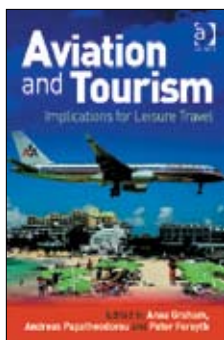
Massoud Bazargan, Embry-Riddle Aeronautical University, USA

*"...this book is the ultimate introductory handbook of airline operations research techniques for graduate and MBA students, new airline recruits and junior airline consultants."*  
—Airlines Magazine

*"For lucidity of exposition and focus on practicality, Bazargan's book is hard to beat...impressed with how lucidly Bazargan explains some of the toughest problems in airlines operations research."*

—Interfaces

This book demystifies the operations and scheduling environment, presenting simplified and easy-to-understand models, applied to straightforward and practical examples. After introducing the key issues confronting operations and scheduling within airlines, it provides an objective review of the various optimization models adopted in practice. Each model provides airlines with efficient solutions to a range of scenarios, accompanied by case studies similar to those experienced by commercial airlines. Using unique source material, and combining interviews with alumni working at operations and scheduling departments of various airlines, this solution-oriented approach has been used in courses with outstanding feedback.



August 2008. 408 pages  
978-0-7546-7187-9  
Hardback. £55.00

978-0-7546-9248-5  
eBook.  
[www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)

#### Key Points:

- Focuses on the major issues affecting the aviation and tourism industry.
- Provides case study material that reinforces the understanding of the issues examined.
- Recommended text for practitioners, academics and students of both aviation and tourism.



2004. 220 pages  
978-0-7546-3616-8  
Hardback. £45.00

#### Key Points:

- Deals with the core back-end areas of airlines, which are essential for their reliability and competitiveness.
- Originates from operations research and an optimization viewpoint.

## FORTHCOMING

### Space Law

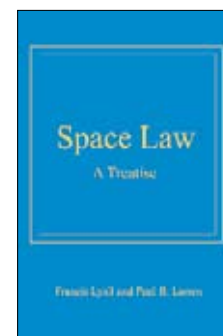
A Treatise

Francis Lyall, University of Aberdeen, UK and Paul B. Larsen, Georgetown University Law Center, USA

Space law is an area of international law that has developed considerably in the last fifty years. Francis Lyall, Emeritus Professor of Public Law at the University of Aberdeen, UK and Paul B. Larsen, Adjunct Professor at Georgetown Law Center, Washington DC, USA and formerly lawyer for the Office of the US Secretary of Transportation, have been involved with it since their days at the Institute of Air and Space Law, McGill University, Canada, in 1963–4 and both teach Space Law at their respective universities. This book gathers together their experience in readable form, and, with an extensive citation of the literature of space law, its discussion provides an excellent source for both student and practitioner.

#### Key Points:

- Authors are considered experts in their fields.
- Provides a timely and comprehensive review of Space Law up to the present and for the foreseeable future.
- Covers a very broad range of issues, ensuring maximum interest for wide market.



June 2009. c. 640 pages  
978-0-7546-4390-6  
Hardback. c. £75.005

978-0-7546-9242-3  
eBook

**Contributors:** M. Lachs, C.W. Jenks, A. Meyer, J.C. Cooper, E. Galloway, P.M. Sterns, A.D. Terekhov, V.S. Vereshchetin, K.U. Hörl, G.M. Danilenko, F. Lyall, P.G. Dembling, A. Kerrest, D.M. Arons, J.F. McMahon, C.Q. Christol, J. Hermida, N. Jasentuliyana, V. Kopal, P.B. Larsen, J.C. Thompson, F. von der Dunk, S. Doyle, S. Jackson, A.M. Balsano, M. Bourbonnière.

### Marketing in the International Aerospace Industry

Wesley E. Spreen, Boeing Helicopters

*"...a 'must read' for both practitioners and students of the global aerospace and defense marketplace...Blending analysis with interesting, real world vignettes to hammer home his points, he covers every nook and cranny of this arcane world in a straightforward and readable fashion."*

— Robert H. Trice, Sr. Vice President, Corporate Business Development, Lockheed Martin Corporation, USA

*Marketing in the International Aerospace Industry* provides a much-needed overview and best-practice guidance. It analyzes the distinctive environment and practices of the aerospace industry, and provides specific, practical guidance for marketing professionals. The content is presented in clearly-defined chapters that relate directly to the professional challenges facing the marketer in the industry. It is written for these professionals and also students of aviation and aerospace management.

The book has a fundamentally international view of the aerospace industry. It consistently examines universal management issues from the point of view of the aerospace industries in the United States, the UK, France, Germany and Japan, comparing and contrasting national practices in these countries and elsewhere.



2007. 308 pages  
978-0-7546-4975-5  
Hardback. £55.00

Extracts from this title are available to view at [www.ashgate.com](http://www.ashgate.com)  
Full contents list  
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#### Key Points:

- Offers a unique and comprehensive guide to an important but overlooked aspect of the industry.
- Outlines the industry in clearly-defined chapters that relate directly to the marketing professional.

## 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

**Selected Contents:** SECTION 1: SETTING THE STAGE: The global air traffic control challenge; How air traffic control works; the evolution of air navigation services. SECTION 2: INTERNATIONAL EXPERIENCES IN MATURE AVIATION MARKETS: Australia and New Zealand; Canada; United Kingdom; Europe. SECTION 3: INTERNATIONAL EXPERIENCES IN EMERGING AVIATION MARKETS: The challenge of air navigation in developing countries; Russia and the former Soviet Union: managing the transition to market; China: moving from piecemeal to comprehensive modernization; India: the challenge of government infrastructure in a booming market; Africa: searching for solutions; South America: facing a full range of challenges. SECTION 4: AIR TRAFFIC MANAGEMENT IN THE UNITED STATES: The evolution of air traffic control in the United States; Fundamental challenges that remain for FAA; Alternatives for reform in the United States; Glossary; Bibliography; Index.

## Human Factors Impacts in Air Traffic Management

Edited by Barry Kirwan, Eurocontrol, France, Mark Rodgers, FAA and Dirk Schäfer, Eurocontrol Experimental Centre, France

*"...a definitive work in the field and important reading for students, educators and supervisors..."*  
– Collegiate Aviation News

*"This book provides a comprehensive and up to date overview...should be of use for practitioners as well as scientists."*  
– Human Factors and Ergonomics Society Newsletter

*"...an important addition to the aviation industry literature..."*  
– Journal of Airport Management

This book provides case studies including training methods, human error, team resource management, situation assessment, terminal automation replacement systems, collaborative decision-making to improve the effectiveness of traffic-flow management and the role of human factors in ATM. It outlines how human factors study evolved, what it entailed, how it was resourced and how results have contributed to operational performance.



2007. 234 pages  
978-0-7546-7045-2  
Hardback. £55.00

Extracts from this title are available to view at [www.ashgate.com](http://www.ashgate.com)  
Full contents list  
Section 1: Setting the stage  
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### Key Points:

- Unique guide to ATC, relevant to stakeholders in the FAA's restructuring and reform in the US.
- Of particular interest to a public policy audience.
- Offers In-depth studies of ATC systems around the world.



2005. 584 pages  
978-0-7546-3502-4  
Hardback. £75.00

### Key Points:

- Combines industry case studies with professional and academic insight.
- Deals with issues which are very timely now with both increased automation and greater cooperation between national authorities.

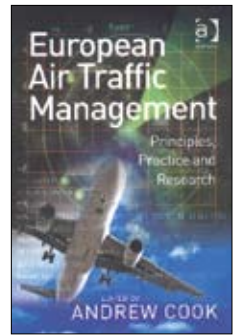
## European Air Traffic Management

Principles, Practice and Research

Edited by Andrew Cook, University of Westminster, UK

*European Air Traffic Management* is a single source of reference on the key subject areas of air traffic management in Europe. It brings together material that was previously unobtainable, hidden within technical documents or dispersed across disparate sources. With a broad cross-section of contributors from across the industry and academia, the book offers an effective treatment of the key issues in current, and developing, European ATM. It explains the principles of air traffic management and its practical workings, bridging the academic and operational worlds to give insight into this evolving field, with a number of fresh perspectives brought to the text. On-going research and developments are closely integrated into the themes, demonstrating the likely directions of future ATM in Europe and the challenges it will face.

The book will appeal to both aviation academics and practitioners, equally for those whose area of expertise is outside ATM but want a clearly elucidated source of reference, as to those wishing to broaden existing knowledge.



2007. 278 pages  
978-0-7546-7295-1  
Hardback. £55.00

Extracts from this title are available to view at [www.ashgate.com](http://www.ashgate.com)  
Full contents list  
Preface  
Index

### Contributors:

Marc Baumgartner, Graham Tanner, Arnab Majumdar, Andrew Cook, Victoria Williams, Nigel Dennis, Ben van Houtte, Nadine Pilon.

## The Future Air Navigation System (FANS)

Communications, Navigation, Surveillance—Air Traffic Management (CNS/ATM)

Vincent P. Galotti, Jr.

*"...most useful as a source book on CNS/ATM policies, architecture and acronyms. It is a welcome handbook for all those concerned about the future of air navigation."*

– Air Safety Week

*"...well written and well structured...It provides an enlightening overview of the ICAO CNS/ATM system as well as of ICAO's institutional mechanisms that make the global implementation of FANS possible. Any Air Traffic Controller who is interested in the future of his/her profession should read this book in order to acquire adequate background knowledge for the years to come."*

– The Controller

This book describes the global vision for the Future Air Navigation System (FANS) and is the first text of its kind dedicated solely to Communications Navigation, Surveillance/Air Traffic Management and the CNS/ATM systems concept. In addition to the technical issues associated with CNS/ATM, the book also examines institutional, economic, labour and Human Factors issues. It is designed as a text usable in the classroom environment in universities and aviation technical schools.



1997. 378 pages  
978-0-291-39833-8  
Hardback. £65.00

*"...a book that should be on the shelves of the libraries in all civil aviation authorities and aeronautical colleges."*  
– Aerospace International

*"...provides the reader with both a historical perspective and an easy-to-read CNS/ATM system concept...provides an excellent foundation for all of us to achieve the level of confidence necessary to become active CNS/ATM players...excellent organization and clear explanations of the subject matter."*

– Air Traffic Control Association

# Buying the Big Jets

## Fleet Planning for Airlines

Paul Clark, IATA Training and Development Institute, Canada  
Second Edition

*"This well organized book fills a huge gap in aviation literature. Clearly written, with excellent use of diagrams, it provides an insight into and an understanding of fleet planning, the cornerstone of airline management."*

– Rigas Doganis, Cranfield University, UK

*"Buying the Big Jets has succeeded in bringing together, in an easily understandable form, the many factors that currently influence the aircraft purchasing process...the book will be of interest to a wide spectrum of technical and non-technical readers."*

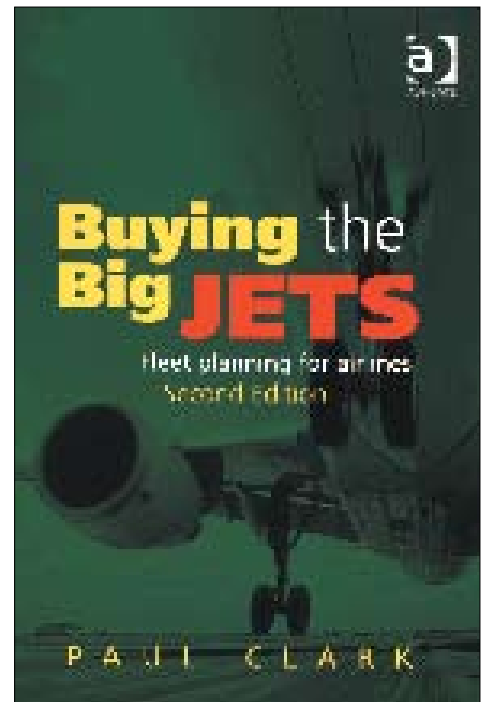
– The Aerospace Professional

*"...a valuable examination of the current practices in aircraft evaluation and selection, clarifying the new fleet planning methodologies and decision making processes...of great value to professionals with fleet planning responsibilities, students of air transport and for the banking community, where insights into aircraft acquisition are vital."*

– Air International

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.

**Contents:** Preface to the second edition; The big picture; The fleet selection process; The market evaluation; The aircraft and airline product; Aircraft performance; Aircraft economics; The investment appraisal; Conclusion; Index.



2007. 262 pages  
978-0-7546-7090-2. Hardback. \$65.00  
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## Why Can't We Make Money in Aviation?

Adam M. Pilarski, AVITAS, USA

*"...interesting, educational and the book is a joy to read. Balancing the anecdotal stories with the more detailed economic analysis reinvigorates the text regularly..."*

– Airfinance

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.

**Contents:** Preface; Introduction. PART I: HOW BAD IS IT?: Reality of losses; Decomposing the elements of losses; Forecasting. PART II: REASONS FOR LOSSES: NATURE OF THE BEAST (EXOGENOUS FACTORS): Cyclicity; Ease of access to capital; Cost of aircraft; Too much competition and the need for consolidation; Sexy industry drawing in dreamers and suckers. PART III: REASON FOR LOSSES: SELF INFLICTED (ENDOGENOUS FACTORS): Labor; Bad Management; Pricing. PART IV: REASON FOR LOSSES: OVERREGULATION: Government regulation; Public ownership of airlines. PART V: HOW CAN THE INDUSTRY BE PROFITABLE?: Prescription for health; Summary and conclusions; Index.



2007. 260 pages  
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Hardback. £30.00

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Full contents list  
Introduction  
Index

*"This is a well thought out, profound professional perspective of the challenges of the air transportation business from a well respected airline economist and surveyor of the industry."*

– Steven F. Udvar-Hazy

## Airline Choices for the Future

From Alliances to Mergers

Kostas Iatrou, Partner, AirConsulting Group, Greece and Mauro Oretti, Alliance Development at Alitalia, Italy

*"As an Alliance manager, I was pleased to read this valuable book...Easy to read, it is captivating...a natural reference for all executives wishing to join the alliance game."*

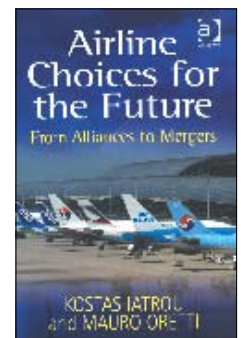
– Patrick Bianquis, VP Alliances, Air France

*"This book is highly recommended to anyone who is new to airline alliances and mergers or to anyone who wants to know more about how these business models work, and about their pros and cons, past, present and future."*

– Airlines

This book offers an up-to-date assessment of the airline industry as it stands today, delivering a comprehensive insight into how the world of airline alliances is changing. It provides a balanced account of where mergers and alliances have taken the industry to date, bridging the gap between merger theory and implemented practices and strategies.

**Contents:** Foreword; Preface; Once rivals, now partners: why?; Learning from the past, looking at the present: first the facts; Once rivals, now partners: how?; Landed or stranded – are alliance customers happy?; Allied and profitable, or miserably entangled?; Learning from the past, looking to the future: success stories; Not always a happy ending; 'The road not taken': further along the alliance or the merger path?; References; Index.



2007. 242 pages  
978-0-7546-4886-4  
Hardback. \$55.00

### Key Points:

- Presents new data from surveys and interviews with airline executives, aviation experts, consultants and regulatory bodies.
- Analyzes alliances and mergers from both the airline and the consumer perspective.
- Provides comprehensive insight into airline alliances and the merger phenomenon.

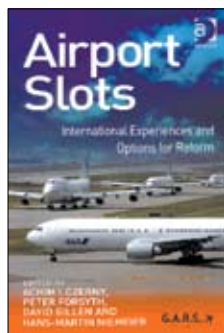
## Airport Slots

International Experiences and Options for Reform

Edited by **Achim I. Czerny**, Berlin University of Technology, Germany, **Peter Forsyth**, Monash University, Australia, **David Gillen**, University of British Columbia, Canada and **Hans-Martin Niemeier**, University of Applied Science, Germany

Edited by an international team of air transport economists and drawing on an impressive list of contributors, *Airport Slots* provides an extremely comprehensive treatment of the subject. It considers the methods currently used to allocate slots and applies economic analysis to each. *Airport Slots* provides a valuable contribution to the debate on how best to limit airport congestion. The book's comprehensive treatment of the subject matter provides the reader with a "one-stop" volume to explore airport congestion and slot-allocation schemes, offering valuable insights to academics and practitioners alike.

**Contributors:** Achim I. Czerny, Peter Forsyth, David Gillen, Hans-Martin Niemeier, Claus Ulrich, Batool Menaz, Bryan Matthews, Milan Janic, Jörg Bauer, William G. Morrison, Despina Tudor, William Spitz, Matthias Kilian, Daniel M. Kasper, Kenneth Button, Erwin von den Steinen, Frederik Sørensen, Natalie McCaughey.



February 2008. 452 pages  
978-0-7546-7042-1  
Hardback. £70.00

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*"This book is imbued with the very best expertise on air traffic and airport slots...It is a 'must-read' for everyone involved in slot allocation aviation industry and transportation science."*

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Commercial Director,  
Hamburg Airport

## Airport Marketing

Strategies to Cope with the New Millennium Environment

**David Jarach**, SDA Bocconi Graduate School of Business, Italy

*"...essential reading for students of aviation..."*

— Logistics and Transport Focus

*Airport Marketing* examines the new 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.



2005. 154 pages  
978-0-7546-4085-1  
Hardback. £50.00

## Managing Strategic Airline Alliances

**Birgit Kleymann and Hannu Seristö**, Helsinki School of Economics, Finland

Ashgate Studies in Aviation Economics and Management

Strategic airline alliances are an important topic in airline management today, stimulated by poor access of international airlines to large domestic markets such as the USA and EU. This book translates recent academic research on strategic airline alliances into accessible form for a wider audience.



2004. 216 pages  
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## Developing Strategies for the Modern International Airport

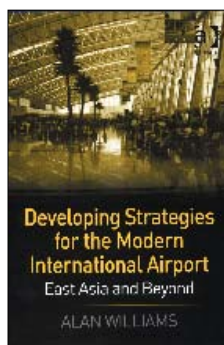
East Asia and Beyond

**Alan Williams**, Massey University, New Zealand

*"...will be of great interest to airport managers, officials and researchers..."*

— Logistics and Transport Focus

This book identifies and analyzes some of the primary issues facing the modern international airport, with specific reference to their role in a global economy. It is based on the initial premise that the aviation industry has a primary and decisive role in the economic and social development of the modern international economy.



2006. 172 pages  
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eBook.  
[www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)

## Airline Network Development in Europe and its Implications for Airport Planning

**Guillaume Burghouwt**, Amsterdam Aviation Economics/SEO Economic Research, The Netherlands

*"...it strikes a good balance between theoretical conceptualization and real-world case studies and practices..."*

— Airlines e-zine

The book explores the dilemma of changing airline configurations on airport planning through a detailed study of airline network development, airport connectivity and airport planning in the deregulated EU air transport market.



2007. 300 pages  
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NEW

# The Multitasking Myth

## Handling Complexity in Real-World Operations

Loukia D. Loukopoulos, NASA Ames Research Center/San José State University Research Foundation, USA, R. Key Dismukes and Immanuel Barshi, both 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 upon inadvertent omissions of intended actions by skilled pilots.

The studies reported within the book employed several distinct but complementary methods: ethnographic observations, analysis of incident reports submitted by pilots, and cognitive task analysis. They showed that concurrent task management comprises a set of issues distinct from (though related to) mental workload, an area that has been studied extensively by human factors researchers for more than 30 years.

This book will be of direct relevance to aviation psychologists and to those involved in aviation training and operations. It will also interest individuals in any domain that involves concurrent task demands, for example the work of emergency room medical teams. Furthermore, the countermeasures presented in the final chapter to reduce vulnerability to errors associated with concurrent task demands can readily be adapted to work in diverse domains.

### Contents:

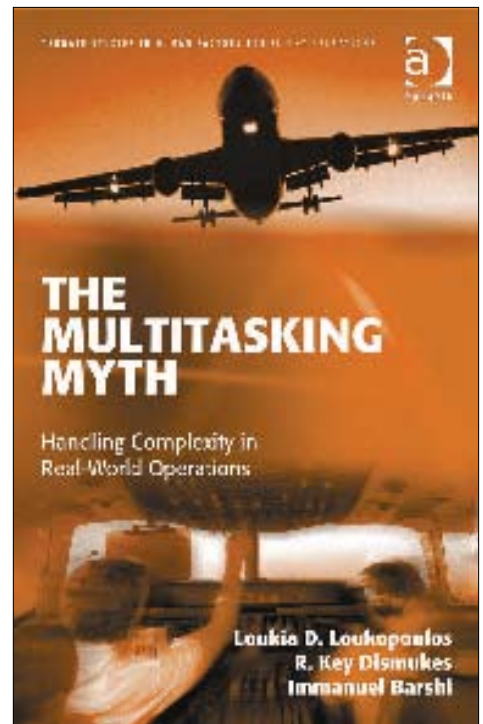
*Preface*  
*Introduction*  
 What is Multitasking and How is it Accomplished?  
 The Ideal: Flight Operations as Depicted By Flight Operations Manuals  
 The Real: Flight Operations Add Complexity and Variability  
 Analysis of Concurrent Task Demands and Crew Responses  
 The Research Applied  
*Appendices*  
*Glossary*  
*References*  
*Index.*

### About the Authors:

Dr. Loukopoulos has a PhD in Cognitive Psychology from the University of Massachusetts, USA and an Aerospace Experimental Psychology designation from the United States Navy. She is involved in a number of aviation human factors teaching activities, through NASA Ames Research Center/San Jose State University Foundation, USA, the Hellenic Institute of Transport, and the Hellenic Air Force Safety School, Greece.

Dr. Dismukes is Chief Scientist for Aerospace Human Factors in the Human Systems Integration Division at NASA Ames Research Center, USA. He received his PhD in biophysics from Pennsylvania State University, USA.

Dr. Barshi is a Senior Principle Investigator in the Human-Systems Integration Division at NASA Ames Research Center, USA. Dr. Barshi has published papers in basic and applied psychology, linguistics and aviation.



February 2009. 202 pages  
 978-0-7546-7382-8. Hardback. £55.00  
 978-0-7546-9412-0. eBook. [www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)

### Key Points:

- Analyzes the nature of concurrent task demands and associated vulnerability to error in any domain of skilled work.
- Draws on several NASA studies into the nature of concurrent task demands facing airline crews in routine operations.
- Complements *The Limits of Expertise*, extending the same approach to the everyday.

## SERIES

### Ashgate Studies in Human Factors for Flight Operations

Series Editors: R. Key Dismukes, NASA Ames Research Center, USA, Daniel E. Maurino, International Civil Aviation Organization (ICAO), Sidney Dekker, Lund University School of Aviation, Sweden

*Ashgate Studies in Human Factors for Flight Operations* is a series dedicated to publishing high-quality monographs and edited volumes which contribute to the objective of improving the safe and efficient operation of aircraft.

The series will achieve this by disseminating new theoretical and empirical research from specialists in all relevant fields of aviation human factors. Its foundation will be in applied psychology, presenting new developments and applications

in such established fields as CRM, SA and decision-making. It will also encompass many other crucial areas such as fatigue and stress, the social environment, SMS, design, technology, communication and training.

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## KEY TEXT

### 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 book is...excellent accompanying material for introductory or advanced Human Factors courses. Also, many human factors and safety professionals may find reading the book rewarding—the reports are well written and clear, even for people without aviation background... very realistic depiction of actual operations in a complex environment. Rarely does one have the opportunity to obtain such close looks at the reasoning and actions of highly skilled professionals, such as airline crews."*

– Human Factors and Ergonomics  
Society Newsletter

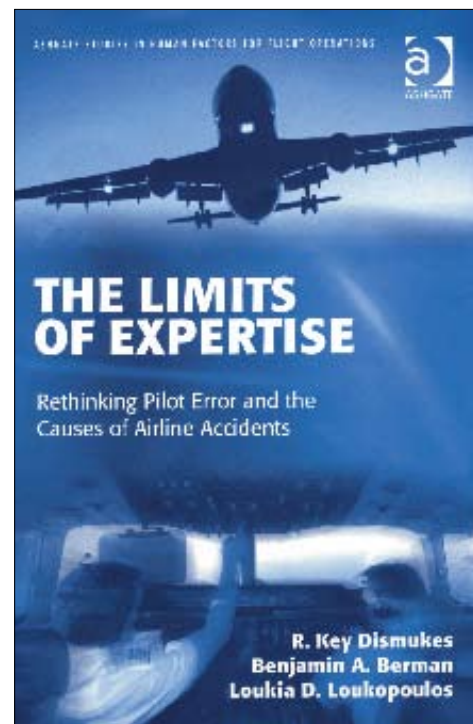
*The Limits of Expertise* reports a study of the 19 major US airline accidents from 1991–2000 in which the National Transportation Safety Board (NTSB) found crew error to be a causal factor. Each accident is reported in a separate chapter that examines events and crew actions and explores the cognitive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

*"The Limits of Expertise challenges how we think about accidents and pilot error. From details of recent accidents, the authors argue that while pilot error is often concluded as cause, we should expect many operators similarly situated to make comparable decisions and take equivalent actions...provides good news—managers and regulators can act at system levels to prevent many future accidents."*

– Tom Chidester, Civil Aerospace Medical Institute,  
USA

#### Key Points:

- Examines the role human error plays in aviation accidents.
- Contains case studies of 19 major airline accidents attributed primarily to human error.
- Suggests ways to reduce human error and accidents.



2007. 364 pages  
978-0-7546-4964-9. Hardback. £65.00  
978-0-7546-4965-6. Paperback. £25.00  
978-0-7546-8574-6. eBook. [www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)  
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## NEW

### 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

Although aviation is among the safest modes of transportation in the world today, accidents still happen. In order to further reduce accidents and improve safety, proactive approaches must be adopted by the aviation community. The International Civil Aviation Organization (ICAO) has mandated that all of its member states implement Safety Management System (SMS) programmes in their aviation industries.

This comprehensive work is designed for the student of aviation safety and is an invaluable reference tool for the SMS practitioner in any segment of aviation. To enhance the practical application of the material, the book also features numerous SMS in Practice commentaries by some of the most respected names in aviation safety.

**Contents:** Foreword; Preface; Prologue – Quest Airlines; Introduction to SMS; History and evolution of safety; Principles of quality management; Hazards; Risks; Controls; Taxonomies; Process-based safety risk management/safety assurance; Managing the SMS; Tools and analysis methods; Implementing an SMS; Epilogue – Quest Airlines; Index.

*"Finally, the aviation industry has recognized that effective safety management systems are necessary in today's complex operating environments. Fortunately, a fascinating, yet comprehensive guide to the organization, management, and successful implementation of these processes is now available. In Safety Management Systems in Aviation, Stolzer, Halford and Goglia have produced the definitive SMS manual; richly detailed and loaded with relevant, real-world examples. This book should be required reading for every aviation safety student and professional!"*

– Capt. Jim Walters, M.A.S., Former Director of Safety, TWA, FOQA and ASAP Program Manager

#### Key Points:

- A timely and unique treatment of the essentials of Safety Management Systems.
- Explains the quality management underpinnings of SMS and gives guidance on implementation.
- Combines theory with an engaging airline safety scenario to enhance understanding.



October 2008. 300 pages  
978-0-7546-7304-0. Hardback. £60.00  
978-0-7546-9087-0. eBook. [www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)

FORTHCOMING

# Crew Resource Management

## Critical Essays

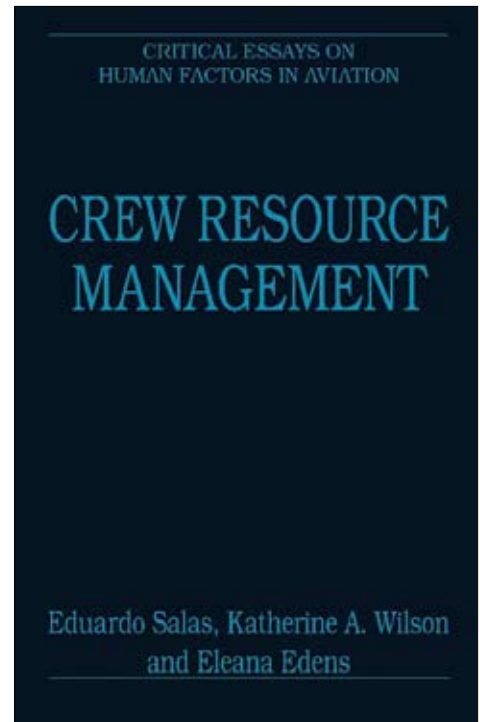
Edited by **Eduardo Salas** and **Katherine A. Wilson**, both at University of Central Florida, USA and **Eleana Edens**, Federal Aviation Administration, USA

Critical Essays on Human Factors in Aviation

Crew Resource Management (CRM) training was first introduced in the late 1970s as a means to combating an increased number of accidents in which poor teamwork in the cockpit was a significant contributing factor. Since then, CRM training has expanded beyond the cockpit, for example, to cabin crews, maintenance crews, health care teams, nuclear power teams, and offshore oil teams. Not only has CRM expanded across communities, it has also drawn from a host of theories from multiple disciplines and evolved through a number of generations. Furthermore, a host of methodologies and tools have been developed that have allowed the community to better study and measure its effect on team performance and ultimately safety. Lacking, however, is a forum in which researchers and practitioners alike can turn to in order to understand where CRM has come from and where it is going. This volume, part of the *Critical Essays on Human Factors in Aviation* series, proposes to do just that by providing a selection of readings which depicts the past, present, and future of CRM research and training.

**Contributors:** R.A. Alkov, D. Maurino, G. Yang, R.L. Helmreich, A.C. Merritt, J.A. Wilhelm, H.C. Foushee, C. Prince, E. Salas, R.E. Butler, C. Bowers, R. Stout, R.L. Oser, J.C. Bowers, J.R. Klinect, P. O'Connor, R. Flin, G. Fletcher, P. Hemsley, L. Martin, K. Goeters, H. Hormann, R. Amalberti, C. Valot, H. Nijhuis, J.E. Fowlkes, D.M. Milanovich, C.V.S. Burke, K.A. Wilson, D.C. Wightman, S.K. Howard, D.M. Gaba, K.J. Fish, B.E. Smith, Y.A. Sowb, J.C. Taylor, M.S. Patankar.

**Contents:** For a complete list of contents, please visit [www.ashgate.com/isbn/9780754628293](http://www.ashgate.com/isbn/9780754628293)



May 2009. 420 pages  
978-0-7546-2829-3. Hardback. £110.00

NEW

# Human Error in Aviation

Edited by **R. Key Dismukes**, NASA Ames Research Center, USA

Critical Essays on Human Factors in Aviation

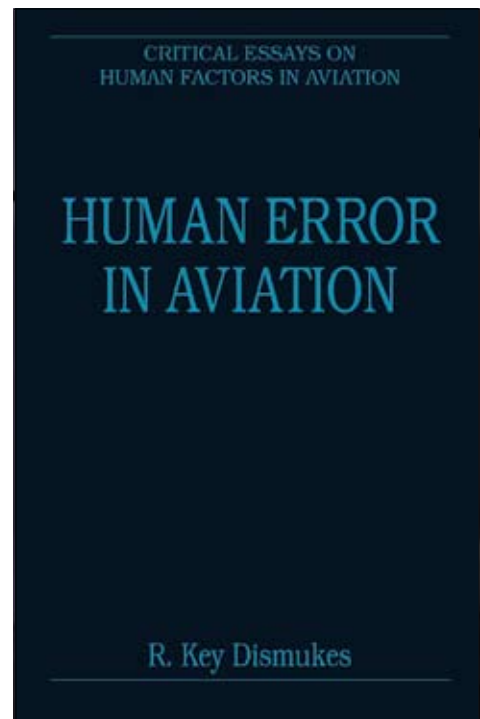
Most aviation accidents are attributed to human error, pilot error especially. Human error also greatly effects productivity and profitability. In his overview of this collection of papers, the editor points out that these facts are often misinterpreted as evidence of deficiency on the part of operators involved in accidents. Human factors research reveals a more accurate and useful perspective: The errors made by skilled human operators – such as pilots, controllers, and mechanics – are not root causes but symptoms of the way industry operates. The papers selected for this volume have strongly influenced modern thinking about why skilled experts make errors and how to make aviation error resilient.

#### About the Editor:

R. Key Dismukes is chief scientist for Human Factors, NASA Ames Research Center, USA. He has published applied studies in human factors and fundamental research studies in neurobiology, managed research organizations and led committees of scientists reporting on science and public issues.

**Contributors:** Daniel E. Maurino, James Reason, Neil Johnston, Rob B. Lee, R. Key Dismukes, Benjamin A. Berman, Loukia D. Loukopoulos, Scott Shappell, Cristy Detwiler, Kali Holcomb, Carla Hackworth, Albert Boquet, R. Amalberti, Douglas A. Wiegmann, Sidney W.A. Dekker, Barry H. Kantowitz, Patricia A. Casper, W.J. Horrey, Juliana Goh, Christopher Wickens, John Helleberg, Donald A. Talleur, Nadine B. Sarter, Ute Fischer, David D. Woods, Randall J. Mumaw, Alan Stokes, Mica R. Endsley, Judith Orasanu, Jeannie Davison, Robert Helmreich, Ashleigh Merritt, Kirsten Kite, J.A. Wilhelm, R.C. Ginnett, Matthew J.W. Thomas, Robert T. Nullmeyer, V. Alan Spiker, Ron Westrum, John A. Caldwell, Pamela S. Tsang, David O'Hare, A.J. Adamski, J. Bryan Sexton, James R. Klinect, K. A. Latorella, P.V. Prabhu, S.T. Shorrock.

**Contents:** For a complete list of contents, please visit [www.ashgate.com/isbn/9780754628316](http://www.ashgate.com/isbn/9780754628316)



March 2009. 604 pages  
978-0-7546-2831-6. Hardback. £145.00

## BESTSELLER

### Human Factors in Flight

Frank H. Hawkins, edited by Harry W. Orlady  
Second Edition

*"...essential reading for all who are involved in aviation engineering and airline operation – especially pilots..."*

– Occupational Safety and Health

*"...a very valuable contribution towards an understanding of why and how flying accidents are caused."*

– Flight Safety Bulletin

*"...this book remains an impressive volume and it is easy to see why the first edition was so successful. Given its scope, it is likely to remain the first 'port of call' for the pilot or undergraduate seeking accessible and practical information on a new aviation human factors topic."*

– International Journal of Aviation Psychology

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



1993. 384 pages  
978-1-85742-135-4  
Paperback. £35.00



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## TEXTBOOK

### Human Factors in Multi-Crew Flight Operations

Harry W. Orlady and Linda M. Orlady

*"Highly recommended, it offers something for everyone – from the most theoretically oriented researchers to active pilots and other flight operations personnel."*

– Airways

*"...a 'must have' book on aviation human factors ...even experts in the field will find pearls of wisdom and golden nuggets as the pages unfold... an excellent overview of a variety of topics from the air transport perspective."*

– Aviation, Space and Environmental Medicine

*"...impressive...the most up-to-date work thus far published."*

–The Aerospace Professional

This book covers the heritage of air transport starting with the beginning of airline operation, provides text and statistics covering the growth and present size of the air transport industry, both internationally and in the regional and trunk airlines of the United States, the evolutionary growth and expansion of human factors in aviation from World War I to the present time, discussion of current human factors problems in national and international air transport, current aviation safety problems and a look at the immediate future from the pilot's point of view.



1999. 644 pages  
978-0-291-39838-3  
Hardback. £85.00

978-0-291-39839-0  
Paperback. £32.50



Inspection copies available for the paperback edition

*"Positively provides the most comprehensive spectrum of Human Factors multi crew flight decks—a basic textbook for the intent learner and a bible for the astute aviation practitioner."*

– Joey Anca, Singapore Airlines

### A Human Error Approach to Aviation Accident Analysis

The Human Factors Analysis and Classification System

Douglas A. Wiegmann, University of Wisconsin, Madison, USA and  
Scott A. Shappell, Clemson University, USA

*"This book is essential reading for all safety professionals, investigators and analysts..."*

– Captain Nicholas Webster, MD, MPH, Aeromedical Safety Professional

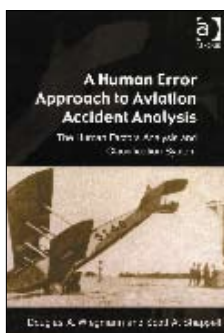
*"...the book should be required reading for any journalist expected to cover air accidents... it contains a wealth of insight and it will be a useful addition to the bookshelf of anyone with an interest in aviation safety."*

– Navigation News

*"This is a seriously informative and provocative text which deserves a wide readership among all aviation safety professionals and concerned individuals and organizations in the military forces and general traveling public."*

– Occupational Safety and Health

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



2003. 182 pages  
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*"...a clear, comprehensive, field-tested framework to assist aviation safety professionals with investigating, analyzing, and assessing the impact of human error in aviation accidents and incidents. A 'must-read' for all interested in causal factor analysis!"*

– James T. Luxhøj, Rutgers University, USA

## NEW

### The Human Contribution

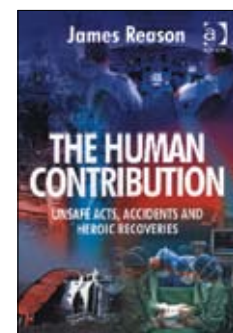
Unsafe Acts, Accidents and Heroic Recoveries  
James Reason

*"...Instead of seeing humans as a source of risk, they should be seen as an indispensable resource for safety. James Reason lucidly argues for this more balanced view using many examples from the past and the present, switching effortlessly from domain to domain. Elegantly and entertainingly written, it is an invaluable supply of information and inspiration..."*

– Erik Hollnagel, MINES ParisTech, France

*The Human Contribution* is vital reading for all professionals in high-consequence environments and for managers of any complex system. The book draws its illustrative material from a wide variety of hazardous domains, with the emphasis on healthcare reflecting the author's focus on patient safety over the last decade. All students of human factors – however seasoned – will also find it an invaluable and thought-provoking read.

**Contents:** PART I: INTRODUCTION: The human contribution: hazard and hero; A mind user's guide. PART II: UNSAFE ACTS: The nature and varieties of human error; Violations and the varieties of rule-related behaviour; Perceptions of unsafe acts. PART III: ACCIDENTS: Error traps and recurrent accidents; Significant accident investigations. PART IV: HEROIC RECOVERIES: Training, discipline and leadership; Sheer unadulterated professionalism; Skill and luck; Inspired improvisations; The ingredients of heroic recovery. PART V: ACHIEVING RESILIENCE: Individual and collective mindfulness; In search of safety; Index.



December 2008. 310 pages  
978-0-7546-7400-9  
Hardback. £60.00

978-0-7546-7402-3  
Paperback. £19.95



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**About the Author:** James Reason was Professor of Psychology at the University of Manchester, UK from 1977–2001, where he graduated in 1962. He obtained his PhD in 1967. From 1964–76, he was Lecturer then Reader in Psychology at the University of Leicester, UK. He has also worked at the RAF Institute of Aviation Medicine, Farnborough, UK and the US Naval Aerospace Medical Institute in Pensacola, USA

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## Culture at Work in Aviation and Medicine

National, Organizational and Professional Influences

Robert L. Helmreich and Ashleigh C. Merritt

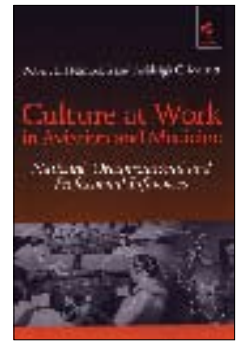
*"This is an important and timely book...an invaluable insight into the cultures—national, organizational and professional—which affect most of us at work...very well written, referenced and indexed...illuminated with vivid anecdotes and case studies."*

—Newsletter of the Australian Aviation Psychology Association

*"The strength in the book lies in the numerous case histories that serve to reinforce key principles. Readers from both the aviation and medical occupations will readily identify with the examples provided and, thus, come to better appreciate the commonality the two disciplines share...this book is recommended reading for human factors researchers and practitioners alike."*

—Aviation, Space and Environmental Medicine

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.



1998. 332 pages  
978-0-7546-1904-8  
Paperback. £35.00



Inspection copies available

*"...This is a book that all those concerned with safety in the operational environment will wish to get and read cover-to-cover."*

— Ron Westrum, Eastern Michigan University, USA

## NEW

### Risky Work Environments

Reappraising Human Work Within Fallible Systems

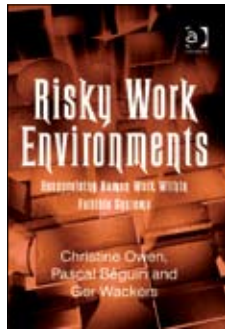
Edited by **Christine Owen**, University of Tasmania, Australia, **Pascal Béguin**, Director of Research at the French National Institute for Agricultural Research, INRA, France and **Ger Wackers**, University of Maastricht, Netherlands

*"Amidst general theorizing regarding 'risk' as a condition of contemporary society, we are in urgent need of the kind of specific, historically and ethnographically based analyses offered to us in Risky Work Environments. The contributors to this collection bring the sensibilities and insights afforded by a range of current scholarship to a rich body of practical experience, both lived and observed."*

— Lucy Suchman, Lancaster University, UK

*Risky Work Environments* provides new insights into the multiple and dynamic trajectories of both near misses and mistakes in complex work environments, based on actual case examples. It also studies the interactions between various activity systems or work practices (design, maintenance, incident investigation, regulation, operation) and their consequences for operational performance.

Writing from different disciplines and theoretical perspectives, the contributors analyse working in risky environments which include air traffic control, offshore mining, chemical plants, neo-natal intensive care units, ship piloting and emergency call dispatch centres.

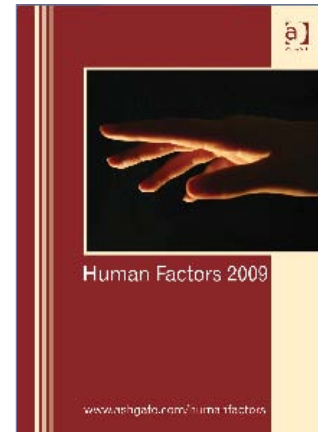


April 2009. 226 pages  
978-0-7546-7609-6  
Hardback. £55.00

978-0-7546-9411-3. eBook.  
[www.ashgate.com/ebooks](http://www.ashgate.com/ebooks)

### Also available:

### Ashgate 2009 Human Factors Catalogue



This 24 page catalogue includes Ashgate's extensive list of human factors books, including new and forthcoming titles. It covers a variety of safety critical domains through the following human factors subject interests:

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## Critical Incident Stress Management in Aviation

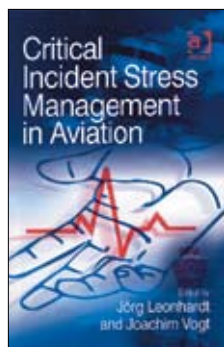
Edited by Jörg Leonhardt and Joachim Vogt

"...a 'must have' book for practitioners, planners, and researchers in the field of aviation, as well as graduate students in psychology, social work, and police science."

—International Journal of Emergency Mental Health

Critical incident stress management (CISM) is now a well-established method in crisis intervention and one that is needed within aviation. This book describes the various methods and elements of the CISM model, as well as their interventions.

2006. 194 pages.  
978-0-7546-4738-6. Hardback. £55.00  
978-0-7546-8148-9. eBook. www.ashgate.com/ebooks



## Investigating Human Error: Incidents, Accidents, and Complex Systems

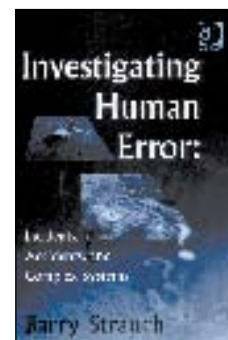
Barry Strauch

"...essential reading for the professional investigator and the serious student of the subject. Strauch is commendably thorough..."

— Industrial Safety Magazine

"...as hard to put down as a crime detection thriller, with carefully researched case histories revealing disastrous sequences of human error, maladministration and criminal neglect far stranger than fiction. This is an important and valuable book..."

— The RoSPA Occupational Safety and Health Journal



2004. 324 pages  
978-0-7546-4122-3  
Paperback. £25.00  
Inspection copies available

**About the Author:**  
Barry Strauch has lectured and taught human factors, aircraft accident investigation techniques, and human error to accident investigators, graduate students, and government and industry officials throughout the world. He is an instructor at George Washington University's aviation management certificate program in Washington, DC, USA and serves on the editorial board of the *International Journal of Aviation Psychology*.

## Fatigue in Aviation: A Guide to Staying Awake at the Stick

John A. Caldwell, Jr. and J. Lynn Caldwell

Studies in Aviation Psychology and Human Factors

"...wholeheartedly recommended – for flight crews and everyone else in aviation whose work impacts the lives of others..."

— The Aerospace Professional

Provides readers with an overview of fatigue, its impact and management for assessment and safety for aviation crews and managers.

2003. 170 pages  
978-0-7546-3300-6. Paperback. £30.00  
Inspection copies available



In this book the author applies contemporary error theory to the needs of investigators and of anyone attempting to understand why someone made a critical error, how that error led to an incident or accident, and how to prevent such errors in the future. Students and investigators of human error will gain an appreciation of the literature on error, with numerous references to both scientific research and investigative reports in a wide variety of applications, from airplane accidents, to bus accidents, to bonfire disasters.

## Human Factors for Pilots

Roger G. Green, Helen Muir, Melanie James, David Gradwell and Roger L. Green

Second Edition

"...an excellent study..."

— Airways

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.

1996. 150 pages  
978-0-291-39827-7. Paperback. £22.50  
Inspection copies available



## Multimodal Safety Management and Human Factors

Crossing the Borders of Medical, Aviation, Road and Rail Industries

Edited by José M. Anca, Jr.

"...worthwhile reading."

— Human Factors and Ergonomics Society Newsletter

This book is a wide-ranging compendium of contemporary SMS and HF approaches from the aviation, road, rail and medical domains. It brings together chapters from both the academic and professional worlds.

2007. 356 pages  
978-0-7546-7021-6. Hardback. £65.00  
978-0-7546-8593-7. eBook. www.ashgate.com/ebooks



## Safety Cases and Safety Reports

Meaning, Motivation and Management

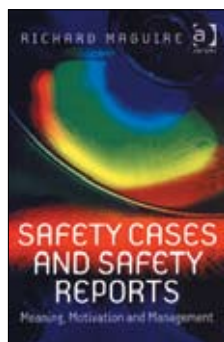
Richard Maguire

"...a clear introduction and guidelines to anyone new to the subject."

— Human Factors and Ergonomics Society Newsletter

This book provides a concentrated source document for assessing and constructing safety cases and safety case reports—from understanding their purposes, through their development and on to their presentation.

2006. 190 pages  
978-0-7546-4649-5. Hardback. £55.00  
978-0-7546-8147-2. eBook. www.ashgate.com/ebooks



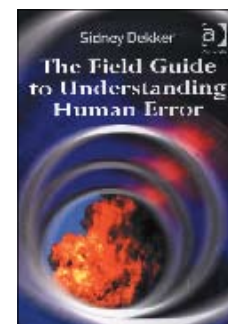
## ALSO OF INTEREST

### The Field Guide to Understanding Human Error

Sidney Dekker, Lund University School of Aviation, Sweden  
Second Edition

Sidney Dekker presents the view that human error is an organizational problem, and suggests how to apply new theories to your organization, handling questions about accountability and constructing meaningful countermeasures.

2006. 252 pages  
978-0-7546-4825-3. Hardback. £55.00  
978-0-7546-4826-0. Paperback. £20.00  
Inspection copies available for the paperback edition



## Applied Human Factors in Aviation Maintenance

Manoj S. Patankar, Saint Louis University, USA and James C. Taylor

*"...the book is an excellent reference for quality/training management investigating methods of improving quality, through improvement schemes."*  
– The Aerospace Professional

*"...an explicit and essential guide for aviation maintenance personnel – FAA-type aircraft mechanics, CAA-type aircraft maintenance engineers, maintenance managers, regulators and aviation students."*

–The RoSPA Occupational Safety and Health Journal

This volume provides practising 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. The intended readership includes aviation maintenance personnel, e.g. FAA-type aircraft mechanics, CAA-type aircraft maintenance engineers, maintenance managers, regulators and aviation students.

**Contents:** Implementing human factors in maintenance: individual, organizational and collegiate perspectives; Moving from awareness to implementation; Pre-task analysis; Post-task analysis; Professionalism and trust: the dual mandate for improvements in safety; Safety data collection and analysis; References; Index.



2004. 170 pages  
978-0-7546-1940-6  
Hardback. £55.00  
Inspection copies available

### Key Points:

- Self-reports of maintenance errors are used throughout this book to illustrate the systemic susceptibility for errors as well as to discuss corresponding solutions.
- Ethical and procedural issues associated with collection and analysis of both qualitative and quantitative safety data are discussed.

## KEY TEXT

### Managing Maintenance Error A Practical Guide

James Reason, University of Manchester, UK and Alan Hobbs, NASA Ames Research Center and San Jose State University, USA

*"Excellent explained and illustrated throughout, this is ideal reading and reference material for the eager, curious and dedicated safety professional."*  
– Occupational Safety and Health Journal

*"Concepts are clearly explained throughout, rendering this one of the most practitioner-friendly books...It is lucid, accessible and logically structured..."*

– Risk Management: An International Journal

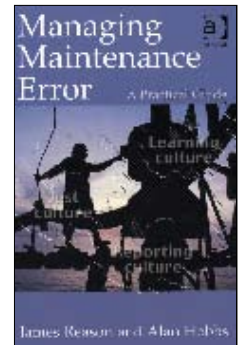
*"...should be recommended reading for all involved with management, supervision, training and front line duties involving maintenance, repair and overhaul activities."*

–The Aerospace Professional

*"...provides a useful, comprehensive and robust overview of the varieties of human error and factors that promote them."*

– Ergonomics in Design

This is a down-to-earth practitioner's guide to managing maintenance error. It deals with human risks and the special human performance problems arising in maintenance, as well as providing an engineer's guide for their understanding and the solution.



2003. 198 pages  
978-0-7546-1590-3  
Hardback. £55.00  
978-0-7546-1591-0  
Paperback. £22.50  
Inspection copies available for the paperback edition

### About the Authors:

James Reason is Professor Emeritus at the University of Manchester, UK. He has also worked at the RAF Institute of Aviation Medicine, Farnborough, UK and the US Naval Aerospace Medical Institute, Pensacola, USA.

Alan Hobbs is a Senior Research Associate, San Jose State University Foundation at the NASA Ames Research Center, USA.



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- Email [AshgateUpdates@ashgatepublishing.com](mailto:AshgateUpdates@ashgatepublishing.com) and let us know your area(s) of interest.

NEW

## Aviation Project Management

Triant G. Flouris, Daniel Webster College, USA and Dennis Lock

*"...Aviation Project Management provides a cogent approach and definitive tools for the practitioner in aviation, providing the 'how to,' but most importantly, the 'why' of change. It is a must read for every leader in aviation."*

– Dave Bushy, Chief Operating Officer of Cape Air/Nantucket Airlines and Former President of Aviation Accreditation Board International

*"...demystifies project management in a revealing manner and will undoubtedly come to be regarded as a standard, and highly accessible, work on the subject."*

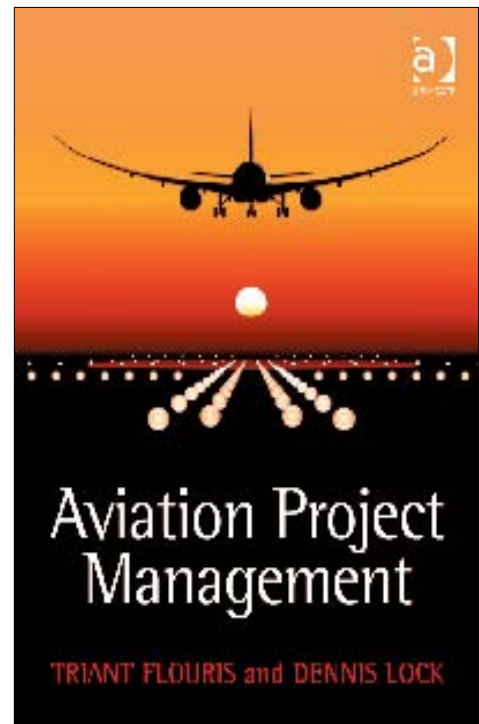
– Paul Clark, Director-IATA Training and Development Institute

*"...there is a need for more and better aviation project management training and education. This important new book will help to redress that deficiency with its clearly explained and well-illustrated account of the essential elements of the project management process, particularly as it applies to aviation projects."*

– From the Foreword, by Robert Milton, Chairman, President and CEO of ACE Aviation Holdings Inc.

Combining the considerable respective expertise of Triant Flouris and Dennis Lock, this unique book highlights the ways that successful businesses are managed in the aviation industry through the identification and application of proven project management methods. Theoretical concepts are defined, clarified and shown how they can be valuable to business managers and students of the aviation business sector. *Aviation Project Management* builds on the successful and popular work of Dennis Lock but is considerably enhanced by applications, examples, illustrations and case examples pertaining to projects exclusively from the aviation industry.

**Contents:** Foreword; Preface; Introduction to aviation project management; Defining the project task; Estimating the project costs; Risk; Organizing the project; Compiling the work breakdown structure; Planning the aviation project timescale; Scheduling project resources; Implementing the plan; Managing purchasing, the supply chain and aviation project materials; Managing changes; Managing costs; Earned value analysis and cost reporting; Project closure and post-project activities; Bibliography; Index.



October 2008. 314 pages  
978-0-7546-7395-8. Hardback. £60.005

NEW

## Beyond Airline Disruptions

Jasenka Rapajic

*"A welcome book which throws light on a critical area of airline management which has been totally overlooked in the literature and which is often neglected by managers...a very readable book."*

– Rigas Doganis, Air Transport Adviser and former Chairman/CEO of Olympic Airways

Disruptions are always pushing costs up and service quality down. Their impact on airlines and passengers is huge; yet they are still largely ignored by airline managers. In this book, Jasenka Rapajic gets to grip with this obscure area of airline management revealing the hidden aspects of operational disruptiveness, and offers methods and support tools to help resolve this growing industry problem.

*Beyond Airline Disruptions* challenges the traditional approach to disruption management where disruptions are treated mainly as an operational issue, thereby ignoring their multidimensional aspects, and so contributing to operational instabilities. The book explains how to recognize system weaknesses, and how to minimize gaps between plans and reality, and strategy and operations. It also describes how to manage disruptions by focusing on things that really matter, revealing their dependences, and pointing out the importance of cross-functional communication in resolving disruption problems.

**Contents:** Preface; Introduction; Obscured by clouds; Clearing the way; Hidden causes of operational disruptions; Organising disruption information; Streamlining disruptions; Managing disruption losses; Conclusions; Appendices; Bibliography; Index.

**Key Points:**

- Presents airlines a business tool to improve management of service disruption management.
- Offers a combination of quantitative and qualitative methods.
- Draws from consultation with major airlines.
- Provides aid in decision-making, cost-saving and general operating efficiency.

**About the Author:**

Jasenka Rapajic is an independent airline consultant with a diverse career spanning strategic, network and schedule planning, marketing and operations, within legacy, low cost and charter airlines. She is the founder of Cefis, an airline software company, and the recipient of a SMART award from the UK's Department of Trade and Industry for the company's innovative cost-control solution. Her articles on controlling the costs of airline operations have been published in leading industry magazines.



January 2009. 184 pages  
978-0-7546-7440-5. Hardback. £55.00

## Improving Air Safety through Organizational Learning

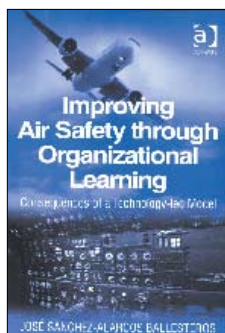
Consequences of a Technology-led Model

José Sánchez-Alarcos Ballesteros,  
Quasar Aviation, Madrid, Spain

*"...a sound analysis of how modern aviation systems progressed by relying primarily on complex technology and flawless regulation... This is a book that should be read by decision makers in the airframe manufacturing and insurance industries."*

– Hans-Juergen Hoermann,  
German Aerospace Center (DLR)

The key theme of this book is organizational learning and its consequences for the field of air safety. Air safety rates have been improving for a long time, demonstrating the effects of a good learning model at work. However, the pace of improvement has almost come to a standstill. *Improving Air Safety through Organizational Learning* explains this situation as being the consequence of a development model supported chiefly by information technology being introduced as an alternative to human operators, and offers a new development model, one that makes strong use of technology but at the same time questions every step and suggests possible ways to recover the lost learning capacity.



2007. 188 pages  
978-0-7546-4912-0  
Hardback. £55.00

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Full contents list  
Preface  
Index

## The Sustainability of Air Transportation

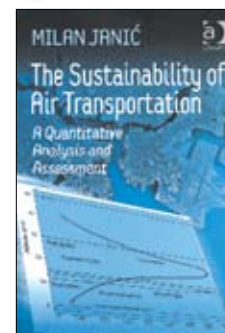
A Quantitative Analysis and Assessment

Milan Janić, Delft University  
of Technology, The Netherlands

This book presents, for the first time, a comprehensive analysis and assessment of the sustainability of the contemporary civil air transport system, examining its three main components – airports, air traffic control and airlines. It offers an in-depth examination and quantitative insight into the system's current and prospective structure and operations, as well as the related effects and impacts.

The book possesses the unique and distinctive feature of providing an analysis and assessment of the air transport system's sustainability through elaboration of its technical/technological, operational, economic, social, environmental and institutional performances and their causality. It is written for advanced graduate and post-graduate students, researchers, planners, stakeholders and policymakers dealing with the various sustainability issues of the contemporary air transport system.

**Contents:** Preface; The science and policy of sustainability; Performances of the air transport system; The sustainability of the air transport system; Modelling sustainability of the air transport system; Epilogue; Index.



2007. 374 pages  
978-0-7546-4967-0  
Hardback. £65.00

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are available to view  
at [www.ashgate.com](http://www.ashgate.com)  
Full contents list  
Preface  
Index

### Key Points:

- Presents original comprehensive analysis and assessment of sustainability of the contemporary civil air transport system.
- Examines three main components of civil air transport—airports, air traffic control and airlines.

## Aeromedical Transportation

A Clinical Guide

T. Martin, Royal Hampshire  
County Hospital Winchester, UK  
*Second Edition*

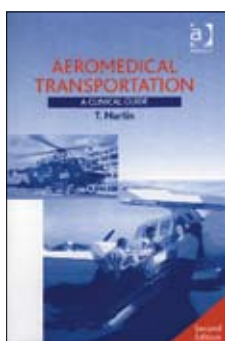
*"Aeromedical Transportation...has been a cornerstone of our training of flight doctors and nurses...the book will find its place in the teaching library of every international company involved in patient transport."*

– Patrick Deroose, RN, CCNC, Group General  
Manager, Assistance Operations, International SOS

*"This book is the 'must have' for everyone who desires a satellite view of existing knowledge about patient transportation in the aeromedical setting. The book is not only a rich source of focused information, it's also easy to digest and a stimulant for initiatives on how to improve the standard for aeromedical transportation."*

– Helge Brandstrom MD, Project Medical Director,  
Swedish National Air Medevac

Still the only book published devoted entirely to the principles of aeromedical transport, this second edition has been radically revised and updated. It now features the latest research, updated references and new chapters on the transport of intensive care patients and medical emergencies/death in flight. 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.



2006. 312 pages  
978-0-7546-4147-6  
Hardback. £65.00

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Full contents list  
Chapter 1—*History  
of Aeromedical  
Transportation*  
Index

## Aviation Information Management

From Documents to Data

Edited by **Thomas L. Seamster**, Cognitive &  
Human Factors, USA and **Barbara G. Kanki**,  
NASA Ames Research Center, USA

*"...required reading for all aviation professionals that develop, manage or maintain information systems..."*  
– Capt. Grover Trask, FedEx Headquarters

An overview of the structure of aviation operations information and its implications, presenting a framework for dealing with operational information issues, lessons learned from taking particular approaches and practical knowledge of current technologies.



2002. 214 pages.  
978-0-7546-1966-6  
Hardback. £60.00

## The Impact of EU Law on the Regulation of International Air Transportation

Martin Bartlik

*"...this book is important for everyone working in the aviation area..."*

– Michael Milde, McGill University

On November 5, 2002, the European Court of Justice delivered its "open-skies" judgment, a landmark decision which may be the beginning of a new era in the regulation of international air law. The consequences of this judgment may not only affect the European Union and its Member States – this book shows how it may change the future regulation of international aviation worldwide.



2007. 290 pages.  
978-0-7546-4951-9  
Hardback. £60.00

## Aircraft Command Techniques

Gaining Leadership Skills to Fly the Left Seat

Sal J. Fallucco

*"Anyone interested in pursuing a professional career as a pilot would profit from reading this book."*

— John Horine, Missouri State University, USA

*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 anyone interested in how leadership and management skills are used to achieve excellence.

2002. 228 pages.

978-0-7546-1835-5. Paperback. £30.00

Inspection copies available



## The Airline Training Pilot

Tony Smallwood

Second Edition

*"...well researched and clearly presented, proving a valuable resource for an airline pilot readership involved in any area of training."*

— Flyer

A comprehensive working guide, offering new techniques to training, learning and teaching in the airline environment. This book is essential reading for all airline and student pilots.

2000. 346 pages.

978-0-7546-1161-5. Hardback. £75.00

978-0-7546-1413-5. Paperback. £27.50

Inspection copies available for the paperback edition



## Aviation Social Science: Research Methods in Practice

Mark W. Wiggins and Catherine Stevens, both at University of Western Sydney, Macarthur, Australia

Studies in Aviation Psychology and Human Factors

This book facilitates the development of skills and knowledge necessary to conduct social scientific research within the aviation context. It provides the knowledge necessary to address issues identified within the aviation industry and facilitates the development of skills necessary to compile a research report suitable for publication. The topics are illustrated with aviation examples.

1999. 248 pages. 978-1-84014-966-1. Hardback. £65.00



## Building Safe Systems in Aviation

A CRM Developer's Handbook

Norman MacLeod

*"This is a well-researched book, giving a good solid foundation for those aspiring to be Crew Resource Management (CRM) facilitators in the airline industry. It is also a very useful reference guide for current CRM facilitators."*

— The Aerospace Journal

This book provides a single source for those who need to develop beyond Crew Resource Management (CRM) to Safer Systems. Its principles apply to aviation and other industries, for which case studies are included.

2005. 184 pages. 978-0-7546-4021-9. Hardback. £60.00



## Facilitation and Debriefing in Aviation Training and Operations

Edited by R. Key Dismukes, NASA Ames Research Center, USA and Guy M. Smith, Ypsilon Associates, USA

Studies in Aviation Psychology and Human Factors

*"This book will be a useful reference for all who are involved in facilitation..."*

— Association of Aviation Psychology Newsletter

This is a practical guide that will help others incorporate facilitation in their training programs and in the analysis of operational incidents.

2000. 120 pages. 978-0-7546-1164-6. Hardback. £75.00



## Flight Simulation

Virtual Environments in Aviation

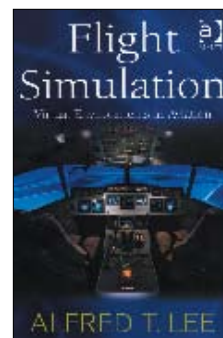
Alfred T. Lee

*"...an easy-to-read book for anyone who is interested in flight simulators from a technology point of view, to the human-factor perspective."*

— Airlines Magazine

This book provides a review and analysis of the relevant engineering and science supporting the design and use of advanced flight simulation technologies. Offering comprehensive coverage of evolving subject from one of the world's leading authorities, this is a must-have reference.

2005. 150 pages. 978-0-7546-4287-9. Hardback. £50.00



## Pilot Judgment and Crew Resource Management

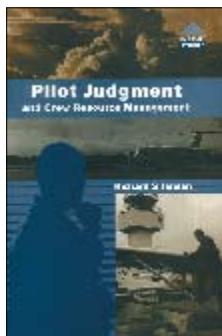
Richard S. Jensen

*"...easy to read and full of examples of mistakes made in every part of the aviation spectrum... This book belongs on your bookshelf."*

—Aviation, Space and Environmental Medicine

Offers a comprehensive treatment on pilot judgment, providing a clear understanding of pilot judgment emphasizing how it can be applied to improving safety in aviation. Provides an understanding of the general concepts of how expertise and decision making and can be used in complex situations requiring highly skilled human operators in a risky environment.

1995. 362 pages. 978-0-291-39804-8. Hardback. £75.00



## Tapping Diverse Talent in Aviation

Culture, Gender, and Diversity

Edited by Mary Ann Turney, Arizona State University, USA

Studies in Aviation Psychology and Human Factors

*"The book is 'must reading' for anyone who yearns to build a highly effective team..."*

—Guy M. Smith, Embry-Riddle Aeronautical University, USA

Reviews aviation workforce composition, cultural diversity and the training of women and minorities; culture, values and orientation in mixed crews; non-native English-speakers' understanding; rules; status, assertiveness and differences in flying training.

2004. 254 pages. 978-0-7546-3525-3. Hardback. £60.00



## Aviation Mental Health

Psychological Implications for Air Transportation

Edited by **Robert Bor**, Royal Free Hospital London, UK and **Todd Hubbard**, Oklahoma State University, USA

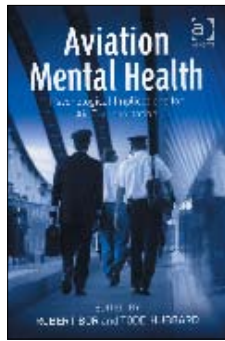
*"...essential reading for all those professionally involved in any way with aviation mental health..."*  
– The RoSPA Occupational Safety and Health Journal

*"This is an excellent book... A very thought-provoking read."*

– Roger Wootton, City University, London, UK

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.

Pilot mental health has hitherto been regarded as a specialist topic in aviation medicine. Consequently, practitioners and researchers alike have been forced to consult specialist journals or seek out a relevant chapter on this topic in a general textbook to develop or update their understanding of the relevant issues. This book seeks to remedy this situation by gathering together all of the relevant insights into a single authoritative source gathered from the leading specialists in the field.



2006. 376 pages  
978-0-7546-4371-5  
Hardback. £65.00

978-0-7546-8143-4  
eBook.  
www.ashgate.com/ebooks

### Key Points:

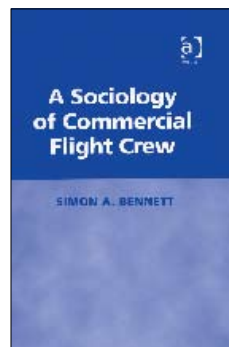
- Addresses key issues in aviation safety.
- Professional handling of a sensitive and even controversial topic.

## A Sociology of Commercial Flight Crew

Simon A. Bennett, University of Leicester, UK

Commercial aviation is one of the world's biggest industries, yet there are few studies of pilots as social beings and of their place of work, the flight-deck. This book develops a sociological understanding of airline staff and pilots and their working environment as an important step to developing a more detailed understanding of this increasingly important sector. The readership includes the general public, industry legislators, regulators, managements, employees, trainers, journalists, academics and students.

2006. 224 pages. 978-0-7546-4317-3. Hardback. £50.00



## Aviation Psychology: Practice and Research

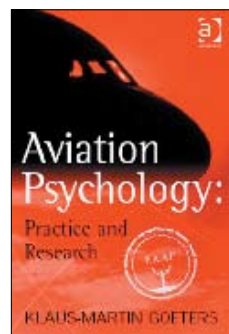
Edited by **Klaus-Martin Goeters**, German Aerospace Center DLR, Germany

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– Airlines Magazine

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2004. 408 pages. 978-0-7546-4017-2. Hardback. £75.00



## FORTHCOMING

### Anger in the Air

Combating the Air Rage Phenomenon

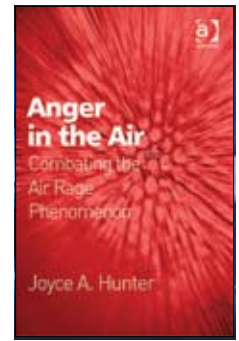
Joyce A. Hunter, Saint Xavier University, USA

*Anger in the Air: Combating the Air Rage Phenomenon* provides airlines with valuable input to help them better meet the service expectations of their customers and avoid instances of air rage on their flights. Joyce A. Hunter poses the questions: What do today's customers need and expect? What do airline customers perceive as the quality of services and how can the gap be closed between expectations and perceptions?

**Contents:** Anger in the air; The perfect storm: airline policies that cause air rage; Personnel policies that cause air rage, or why unhappy workers = angry passengers; Passengers' emotional baggage: addicted, crazy, or just plain rude; Passenger baggage: rage addiction; The genesis of air rage; Reducing air rage: smiling customer service; Afterword; References.

### Key Points:

- Original customer service approach to addressing the issue of air rage.
- Author combines academic research with enormous first-hand experience gained within a major US carrier.
- Gives airlines a better understanding of their customers' perceptions of service in air transportation.



June 2009. c. 200 pages  
978-0-7546-7193-0  
Hardback. c.£55.00

978-0-7546-8022-2  
eBook

### About the Author:

Dr. Joyce A. Hunter is an Associate Professor at Saint Xavier University's Graham School of Management in Chicago, USA. Dr. Hunter's work on air rage has been cited in the New York Times and she has presented papers on the air rage phenomenon at conferences around the world.

## Aviation Psychology in Practice

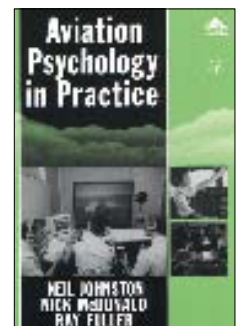
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– Canadian Aeronautics and Space Journal

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1997. 388 pages. 978-1-84014-133-7. Paperback. £40.00  
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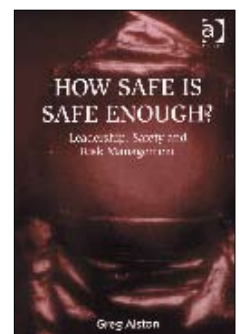
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Leadership, Safety and Risk Management

Colonel Greg Alston, US Air Force

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2003. 126 pages. 978-0-7546-3891-9. Hardback. £50.00



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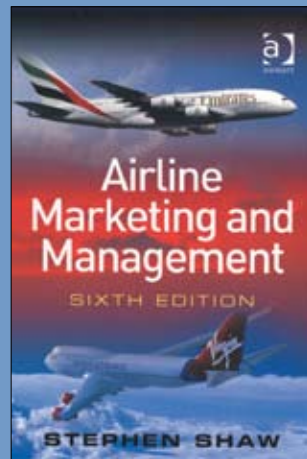
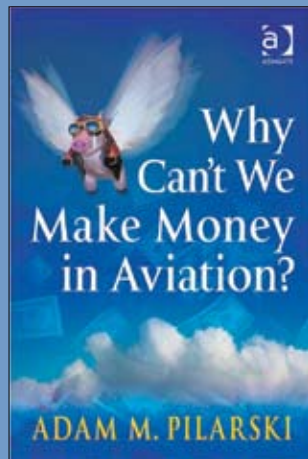
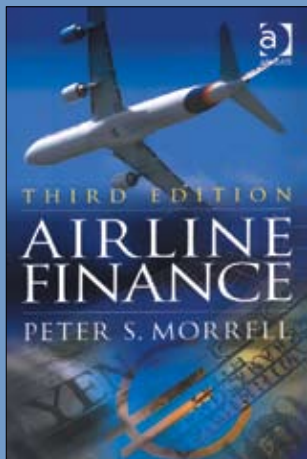
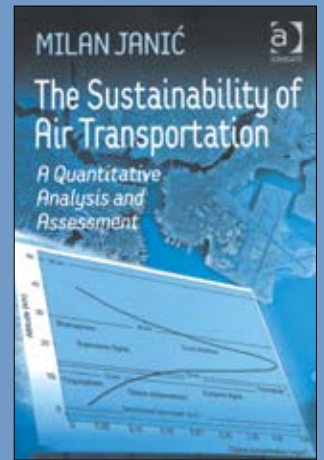
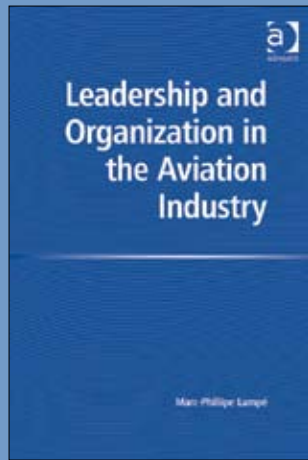
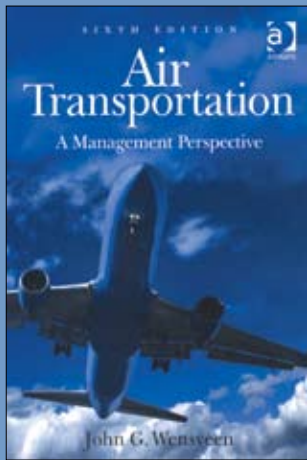
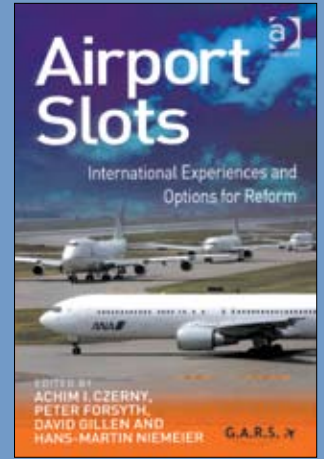
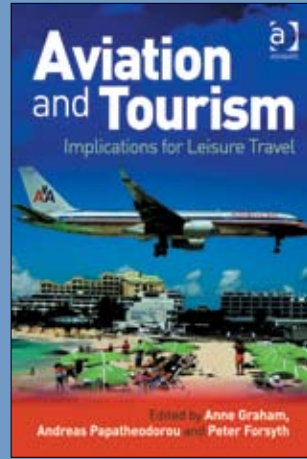
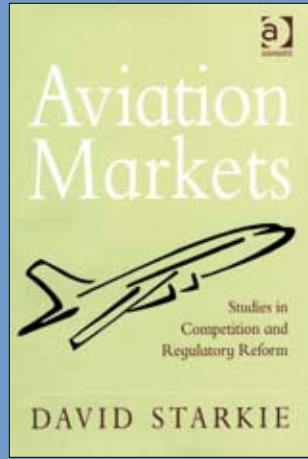
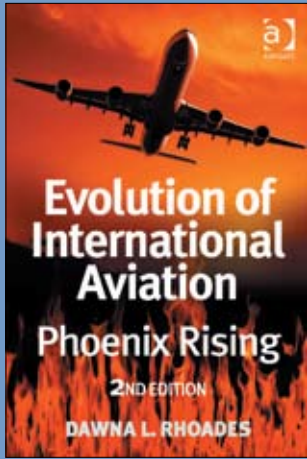
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