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

In addition to explaining the fundamentals, the book transports the reader to the leading edge of the discipline, using past and present trends to forecast future challenges and opportunities the industry may face, encouraging the reader to really think about the decisions a manager implements. Written in an easy-to-read, easy-to-understand style, the Eighth Edition modernizes the text focusing on newly emerging management trends, innovative technology, and an increased emphasis on global changes in the industry that will change the future of aviation. New and updated material has been added throughout the text including mini case examples and supplemental presentation materials for each chapter.

Air Transportation: A Management Perspective is suitable for almost all aviation programs that feature business and management. Its student-friendly structure and style make it highly suitable for modular courses and distance-learning programs, or for self-directed study and continuing personal professional development.

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Foreword, Vijay Poonoosamy; Foreword, Tewolde Gebremariam; Preface. Part I An Introduction to Air Transportation: The airline industry: trends, challenges and strategies; Aviation: an overview; Historical perspective; Air transportation: regulators and associations; The general aviation industry. Part II Structure and Economics of the Airlines: The airline industry; Economic characteristics of the airlines. Part III Managerial Aspects of Airlines: Airline management and organization; Forecasting methods; Airline passenger marketing; Airlines in social media; Airline pricing, demand, and output determination; Air cargo; Principles of airline scheduling; Fleet planning: the aircraft selection process; Airline labor relations; Airline financing. Part IV The International Scene: International aviation. Appendix: career planning in aviation; Glossary; Index.

About the Author
Dr John Wensveen is Head of the Department of Aviation Technology at Purdue University. In addition to his administrative role, Dr Wensveen is an active researcher and expert speaker with a concentration on the airline start-up process and creation of new business models. He is President and CEO of Airline Visions, an industry leading aviation advisory and futurist firm specializing in business, strategy, and marketing plans for new-entrant and established airlines.

Prior to the above role, Dr Wensveen was Partner of the Americas and Executive Vice President, Airline Start-ups, at Mango Aviation Partners responsible for overseeing airline start-up and airline restructuring projects from concept through launch of commercial operations. He was also Managing Director of Ventana Aviation Academy, Mango’s subsidiary training company.

Dr Wensveen was Global Head of Airline Services at Radixx International, where he was responsible for building and overseeing the advisory services division. Until June 2010, Dr Wensveen was Dean, School of Aviation, at Dowling College where he was Chief Academic and Administrative Officer for the 120-acre Brookhaven Airport campus. Prior to this role, he held an executive position at InterVISTAS-ga2, where he was responsible for developing international partnership agreements for air carriers worldwide.

Dr Wensveen was one of the founding team members of Washington-Dulles based MAXjet Airways, the first US air carrier to receive certification since the events of 9/11. Until March 2005, he was Vice President and Senior Director of International Development. While at MAXjet, he led partnership negotiations and set up of the European infrastructure.

From 1999 to 2004, Dr Wensveen was employed as Professor of Airline Management with the College of Business at Embry-Riddle Aeronautical University where he instructed airline management and operations courses. Prior to pursuing graduate studies, Dr Wensveen held various management positions with Canada 3000 Airlines and was also the airline’s official mascot, Air Bear.

Dr Wensveen is a Certified IATA instructor and conducts training programs for Terrapinn Training and Euromoney Training at various global locations. He publishes frequently in major aviation publications and is an aviation analyst for the media. He is author of the industry’s leading aviation textbook, entitled Air Transportation: A Management Perspective, and is author of the airline industry’s only book on how to start an airline, Wheels Up: Airline Business Plan Development.

From 1996 to 1999, Dr Wensveen hosted a number of leading radio shows in the United Kingdom and was awarded ‘Best Male Presenter’ in 1997 at the BBC Radio One Awards. His interests include: international travel, cruising the high seas, flying, boating, scuba diving, fishing, and hitting the open road in his diesel pusher bus. Dr Wensveen was recently married to his wonderful wife, Lisa, and resides between a sunny little island near Key West, Florida and a home in West Lafayette, Indiana.

Dr Wensveen, born and raised in Vancouver, Canada, earned Ph.D. and M.Phil degrees in International Air Transport/Business from Cardiff University (UK) and a B.A. in Geography/Transportation Land Use Planning from the University of Victoria (Canada). He also earned a Certificate in Airline Finance and Accounting from IATA.

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