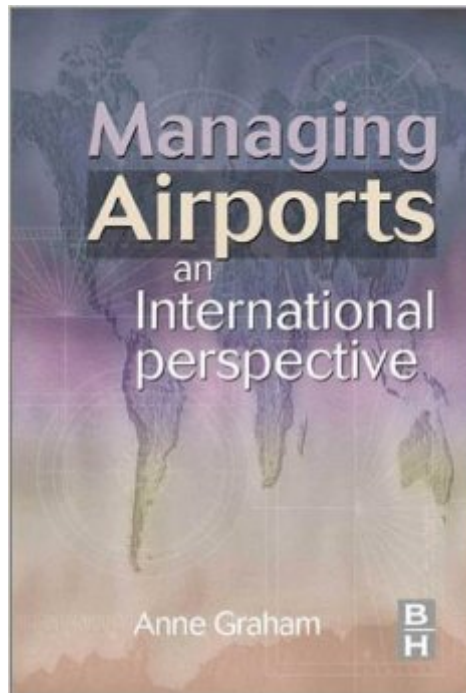


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Managing Airports: An International Perspective



Synopsis

'Managing Airports' provides a comprehensive in-depth study of the modern international airport industry. It analyses the trends towards privatisation and globalisation, which are fundamentally changing the nature of the industry. 'Managing Airports':* considers the key airport management issues related to economic performance and service provision within the context of the industry's wider developments* assesses the relationship between the airport customer and the role of airport marketing* systematically considers the impacts that airports have on the surrounding community and the associated planning implications* places emphasis on the commercial and planning areas at strategic level, rather than the operational and technical aspects* contains several airport examples and case studies from all over the world to aid understanding of the key topic areas - putting them in a practical context Airport case studies include those from: BAA, Vienna, Aer Rianta, Amsterdam, Australia and the USA. Revised second edition which reflect huge changes in airports management today in the light of disasters such as 9/11 Comprehensive text which considers all the key economic, marketing and planning issues related to airport management International case studies

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