



# The secrets of flying cheaply!

*The number of low cost airlines and connections offered has kept growing constantly. This handbook shows you the state of the art.*

## Handbook of Low Cost Airlines

Strategies, Business Processes  
and Market Environment

**Edited by Prof. Dr. Sven Groß and Alexander Schröder**  
2007, 319 pages, with numerous illustrations  
EUR (D) 49.95 / USD 63.-  
ISBN 978 3 503 10081 1

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## Expert information for your practice

Both practitioners and researchers as well as passengers ask themselves how the airlines manage to offer such inexpensive fares while still making their flying profitable. This book pools the knowledge of experienced and renowned experts and explains:

- what tools and (technical) instruments allow low cost airlines to offer such inexpensive fares while (often) being cheaper than the traditional airlines
- how demanders react to these new flight services
- what specific legal issues customers should be aware of when using low cost airlines
- what impacts low cost airlines have on the air traffic business as a whole, on source and destination areas as well as on ecological and economic aspects
- how cooperation partners and competitors respond and with what result new cooperation partnerships are entered into
- what future developments of low cost airlines can be expected and how other transport companies adopt the low cost strategy as well.

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