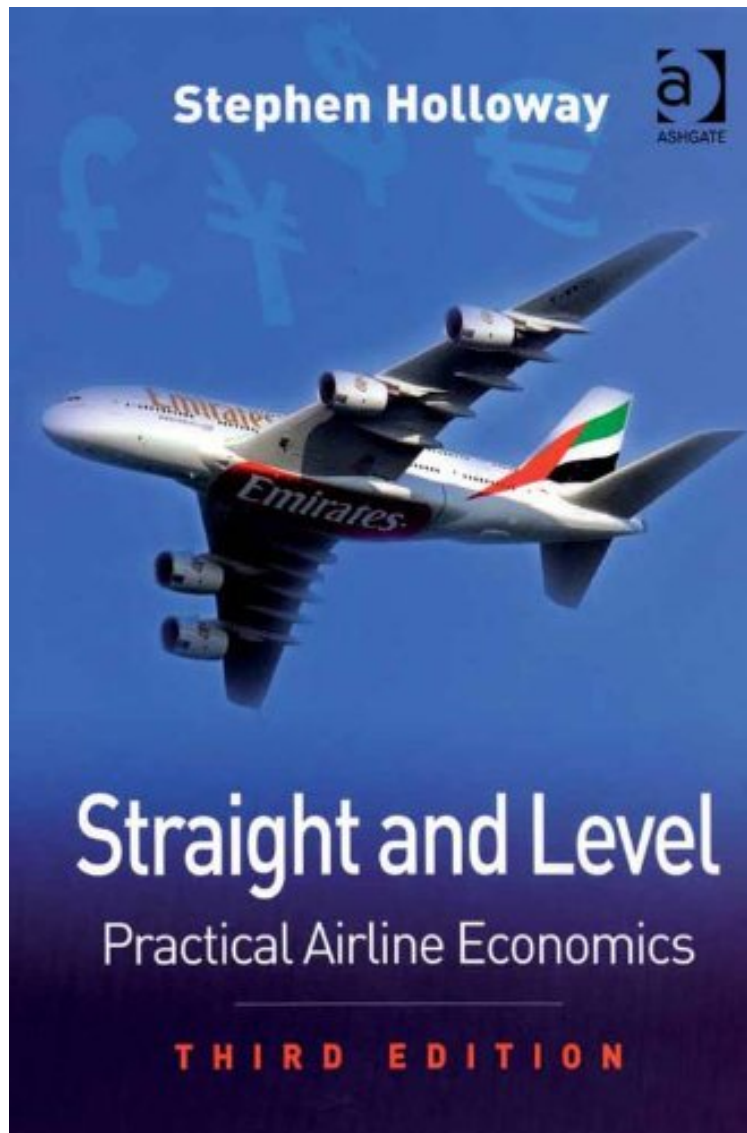


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Straight and Level: Practical Airline Economics

Mr Stephen Holloway

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This third edition of *Straight and Level* thoroughly updates the previous edition with extensive comments on recent industry developments and emerging business models. The discussion is illustrated by current examples drawn from all sectors of the industry and every region of the world. Anyone who wants to gain a deeper understanding of airline economics at a practical level and an insight into the reasons for its financial volatility should find the book of interest.

'*Straight and Level* tells us where the industry is at, and then it goes into the 'nuts and bolts'. The book is practical and extremely useful for anyone wanting to understand where the industry is and why - and where it could go. A real contribution to the airline industry!' --Rodger Robertson, UNSW Aviation, Australia
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About the Author Steve 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. As well as vocational qualifications in the financial services and travel industries, Steve holds advanced degrees in systems management and air transport management.