



# **Luftverkehr: Eine ökonomische und politische Einführung (Springer-Lehrbuch) (German Edition)**

*Wilhelm Pompl*

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Aktuell und umfassend schildert der Autor in diesem "Standardwerk zum Luftverkehr" (Fachzeitschrift *FWW International*) die wirtschaftliche und politische Situation des Personenluftverkehrs. Im systematischen Überblick erläutert er die verkehrspolitischen Rahmenbedingungen ebenso wie die betriebswirtschaftlichen Hintergründe der Tarife, Produkte und Vertriebsformen. Ob Studierende oder Praktiker, hier profitieren alle Leser. Die klare Darstellung macht das komplexe System schnell und leicht verständlich. Plus: aktuelle Themen (Umweltschutz, Geschäftsmodelle, Angebotsstrukturen), ausführliche Quellenangaben sowie englische Fachliteratur.

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