



Buying the Big Jets

Paul Clark

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Selecting the right aircraft for an airline operation is a vastly complex process, involving a multitude of skills and considerable knowledge of the business. 'Buying The Big Jets' was first published in 2001 to provide guidance to those involved in aircraft selection strategies. This Second Edition brings the picture fully up to date, incorporating new discussion on the strategies of low-cost carriers, and the significance of the aircraft cabin for long-haul operations. Latest developments in aircraft products are covered and there are fresh examples of best practice in airline fleet planning techniques. The book is essential reading for airline planners with fleet planning responsibility, consultancy groups, analysts studying aircraft performance and economics, airline operational personnel, students of air transport, leasing companies, aircraft value appraisers, and all who manage commercial aircraft acquisition programmes and provide strategic advice to decision-makers. This book is also a valuable tool for the banking community where insights into aircraft acquisition decisions are vital. 'Buying The Big Jets' is an industry-specific example of strategic planning and is therefore a vital text for students engaged in graduate or post-graduate studies either in aeronautics or business administration.

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