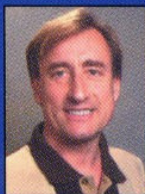


Philippe Malaval
Christophe Bénaroya

AEROSPACE MARKETING MANAGEMENT

Manufacturers – OEM – Airlines – Airports – Satellites – Launchers



Philippe Malaval

graduated from the Toulouse Business School and has a PhD in Management from the University of Toulouse. Professor at the Toulouse Business School (France), he worked for 12 years in the industrial sector and today he is a consultant to numerous companies. He is a member of the French Association of Marketing (AFM).

He is the author of several books published including "Business to Business Marketing", "Marketing, a Factor for Development" and "Strategy and Management of Industrial Brands" (also published in the USA).

In charge of the marketing program of the Aerospace MBA (Toulouse Business School), he teaches at other institutions such as the Engineering School of Aeronautics and Space (Toulouse, France), the ESCP-MBA (Paris Business School) and in different American and English MBA programs.



Christophe Bénaroya

graduated from Toulouse Business School and has a Masters in Marketing Management from the University of Toulouse. He is a consultant to industrial companies and teaches marketing at several business schools.

This book contains 45 case studies of aeronautics and space companies including: Aeromexico, Airbus, Airbus Military Company, Air France, AirNewco.com, American Airlines, Aviation Week & Space Technology, Boeing, Bombardier, CFM International, Dassault, EADS, easyJet, Eurocopter, Eurofighter, Executive Jet, Falcon, Latécoère, Lufthansa Technik, MedJet, MyAircraft.com, Paris Air Show, Qualiflyer, Rolls Royce, Servair, Sea Launch, Sicma AeroSeat, Singapore Airlines, SkyTeam, Snecma, Spot Image, Star Alliance, Starsem, Swissair, Thai Airways, Turbomeca, Virgin Atlantic, Weber Aircraft, Zodiac.

The deregulation of the airlines that began in the United States in the 1980's has gradually spread to different countries. The resulting drop in prices stimulated development in aeronautics production, thereby increasing competitiveness. Today, the concentration of companies in the sector, the appearance of new information technologies, and market globalization have speeded up the transition from "product orientation" to "customer orientation".

Aerospace Marketing Management is a marketing manual devoted to:

- the aeronautics sector: parts suppliers, aircraft manufacturers, and airlines,
- the space sector: suppliers, integrators, and service providers.

It presents the essentials of marketing from basic concepts such as segmentation, positioning and the marketing plan, to the product policy, pricing, distribution and communication. This book also includes specific chapters on project marketing, brand policy, gaining loyalty through maintenance and training, compensation, and alliance strategies. The different chapters show the new changes due to Internet :

- e-procurement for the purchase strategy,
- interactive communication with websites,
- e-ticketing for the airlines to reach final consumers.

Its originality lies in looking at **marketing in the context of the aeronautics and space industries**. Both main types of marketing are analyzed, business to business and consumer marketing. Upstream in the sector, relationships between parts suppliers and manufacturers are characterized by business to business and project marketing. Downstream, the airlines use business to business marketing for their professional customers and consumer service marketing for individual customers. In general, the satellite sector is limited to industrial marketing except for the final sale of subscriptions to TV channel packages or weather information.

This book is also unique in that it is **richly illustrated** with concrete examples and mini-case studies on aeronautics and space companies all over the world. Highly readable and lively, the book clearly sets out theoretical marketing concepts in the particular sector chosen. At the same time, it explains company strategies, in particular regarding project development, from market studies to sales launch.

This book was written for students from both Engineering and Business Schools, as well as people already working in the industry or in related training courses.

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