



2014, XV, 590 p. 375 illus.

 **Printed book**

Hardcover

- ▶ 79,99 € | £72.00 | \$99.00
- ▶ *85,59 € (D) | 87,99 € (A) | CHF 106.50

 **eBook**

Available from your library or

- ▶ springer.com/shop

 **MyCopy**

Printed eBook for just

- ▶ € | \$ 24.99
- ▶ springer.com/mycopy

P. Malaval, Toulouse Business School, Toulouse Cedex 7, France; **C. Bénaroya**, Toulouse Business School, Toulouse Cedex 7, France; **J. Aflalo**, ATPCO-Airline Tariff Publishing Company, Dulles, USA

Aerospace Marketing Management

A Handbook for the Entire Value Chain

Series: Management for Professionals

- ▶ **The sole marketing book dealing with the whole value chain (civil & defence) from parts, engine through airframers to airlines and airports**
- ▶ **The most complete and appealing handbook with accurate and up-to-date case studies**
- ▶ **Enriched by numerous testimonials and contributions from executives and experts**

This book presents an overall picture of both B2B and B2C marketing strategies, concepts and tools, in the aeronautics sector. This is a significant update to an earlier book successfully published in the nineties which was released in Europe, China, and the USA. It addresses the most recent trends such as Social Marketing and the internet, Customer Orientation, Project Marketing and Concurrent Engineering, Coopetition, and Extended Enterprise. Aerospace Marketing Management is the first marketing handbook richly illustrated with executive and expert inputs as well as examples from parts suppliers, aircraft builders, airlines, helicopter manufacturers, aeronautics service providers, airports, defence and military companies, and industrial integrators (tier-1, tier-2). This book is designed as a ready reference for professionals and graduates from both Engineering and Business Schools.



Order online at springer.com ▶ or for the Americas call (toll free) 1-800-SPRINGER ▶ or email us at: orders-ny@springer.com. ▶ For outside the Americas call +49 (0) 6221-345-4301 ▶ or email us at: orders-hd-individuals@springer.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with * include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with ** include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted.