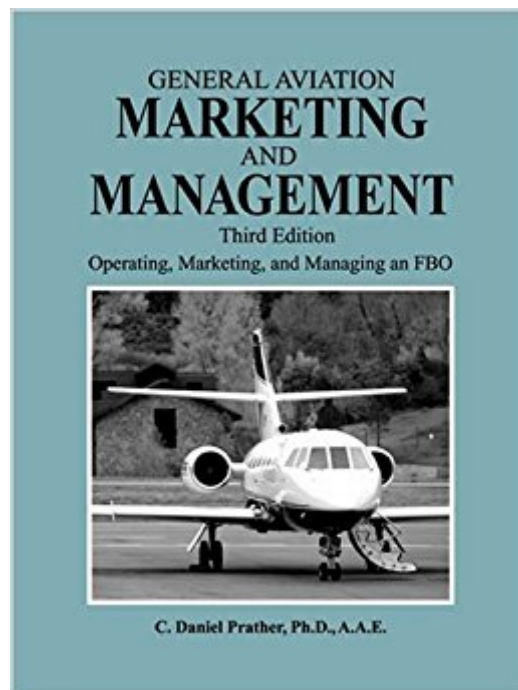




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# General Aviation Marketing And Management: Operating, Marketing, And Managing An FBO



## Synopsis

The third edition of General Aviation Marketing and Management, although true to its original purpose, has been updated and expanded to include more guidance on the subject of FBO Management. Specifically, the line service functions of an FBO are thoroughly explored, allowing the student to understand the FBO from the ground up, and thus become a more effective FBO manager. The text also retains a marketing focus to enable the student desiring to learn about aviation marketing, the corporate pilot responsible for aircraft evaluation, and the FBO Manager seeking to enhance revenues, the opportunity to learn more about marketing in the GA industry and be more effective in this area.

## Book Information

Hardcover: 304 pages

Publisher: Krieger Publishing Company; 3 edition (March 4, 2009)

Language: English

ISBN-10: 1575243016

ISBN-13: 978-1575243016

Product Dimensions: 0.8 x 9 x 11.5 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 5 customer reviews

Best Sellers Rank: #194,742 in Books (See Top 100 in Books) #44 in [Books > Engineering & Transportation > Transportation > Aviation > Commercial](#) #77 in [Books > Business & Money > Industries > Transportation](#) #6233 in [Books > Textbooks > Business & Finance](#)

## Customer Reviews

Enlightening,

Good overall basic introduction. Would be even better with some deeper treatment or case studies. Recommended for those interested in an overview of FBO operations.

great topic

Should be of interest to all Marketing managers.

Great text!

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