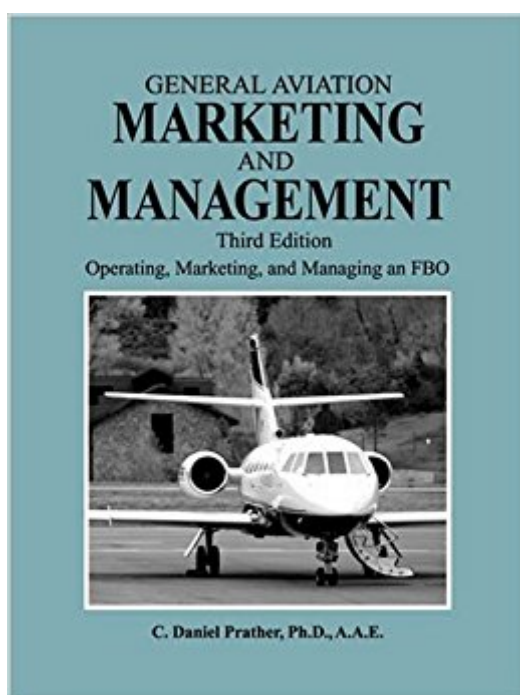


The book was found

# 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!

[Download to continue reading...](#)

General Aviation Marketing and Management: Operating, Marketing, and Managing an FBO  
Corporate Aviation's International Airport/FBO Directory 2007: Non-North American Edition (Flight Planning)  
Ace General Chemistry I and II (The EASY Guide to Ace General Chemistry I and II):  
General Chemistry Study Guide, General Chemistry Review  
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing  
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing  
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)  
Starting and Operating a Business in Arizona (Starting and Operating a Business in the U.S. Book 2017)  
Starting and Operating a Business in Pennsylvania (Starting and Operating a Business in the U.S. Book 2016)  
Greenberg's Repair and Operating Manual for Lionel Trains, 1945-1969: 1945-1969 (Greenberg's Repair and Operating Manuals)  
The ARRL Operating Manual For Radio Amateurs (Arrl Operating Manual)  
Pocket Guide to the Operating Room (Pocket Guide to Operating Room)  
Instrumentation for the Operating Room: A Photographic Manual (Instrumentation for the Operating Room, 5th ed)  
Health Fitness Management - 2nd Edition: A Comprehensive Resource for Managing and Operating Programs and Facilities  
Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion)  
Essentials of Aviation Management: A Guide for Aviation Service Businesses  
Fiscal Aspects of Aviation Management (Southern Illinois University Press Series in Aviation Manage)  
Aircraft Operating Leasing: A Legal and Practical Analysis in the Context of Public and Private International Air Law (Aviation Law and Policy)  
Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1)  
Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing  
Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks

[Contact Us](#)

[DMCA](#)

[Privacy](#)

