

Contents

1	Aviation Systems: Management Summary	1
	Andreas Wittmer	
2	Fundamentals and Structure of Aviation Systems	5
	Andreas Wittmer and Thomas Bieger	
3	The Environment of Aviation	39
	Andreas Wittmer and Jan Vespermann	

Part I The Supply Side of Aviation

4	From the Aviation Value Chain to the Aviation System	61
	Thomas Bieger and Andreas Wittmer	
5	Airline Strategy: From Network Management to Business Models	77
	Thomas Bieger and Andreas Wittmer	
6	Managing Airport Infrastructure	103
	Bert Urfer and Robert Weinert	

Part II The Demand Side of Aviation

7	Marketing in Aviation	135
	Andreas Wittmer and Thomas Bieger	
8	Passenger Behaviour	157
	Philipp Boksberger	

9 Risk, Safety and Security	171
Philipp Boksberger	

Part III Steering and Controlling the System of Aviation

10 Aviation Governance	185
Roland Müller	
11 Risk Management in Aviation	201
Roland Müller	
12 Authorities and Regulations in Aviation	215
Roland Müller	