



Evolution of International Aviation: Phoenix Rising

By Dawna L. Rhoades



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The purpose of this book is twofold. First, it lays out the forces that shaped the international aviation industry and that changed all the rules in the drive for liberalization. Second, it looks at the many interesting and difficult choices ahead that the airline industry in general and the international aviation industry in particular face. These choices include many dichotomies: pulling back from the trend toward liberalization or embracing the liberalization trend, merging in search of profitability or fragmenting the industry in search of economies. These possible futures are explored including the pros and cons of each future from a national, consumer, employer, and employee perspective. As with the previous two editions, *Evolution of International Aviation* reviews the historical development of the international aviation system. From this foundation it then provides an updated and expanded account of the current state of the aviation and aerospace industry including profitability, consolidation, and merger activity. New to this edition, the book broadens the coverage of the industry segments - airlines, air cargo, and manufacturing - to include the emerging commercial space sector. It also emphasizes the relationship between aviation and the political process, exploring the sustainability of this mode of transportation in a world of climate change, high oil prices, and political instability. Because this book is intended for both the interested amateur and the more serious student, references are provided in the text and at the end of each chapter to allow for further in-depth study. The third edition also adds to each chapter a set of learning objectives and a concluding series of questions for discussion.

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Editorial Review

Review

This book is an excellent review of international commercial aviation past, present and future, with Dr Rhoades observations for future commercial space transportation to excite the spirit. From the humble beginnings of the International Civil Aviation Organization (ICAO) and its efforts to provide a unified international air traffic system, to the growth of today's Mega-alliances responding to market forces and national governments, to the search for an open skies concept that calls for the liberalization of rules and regulations, I welcome you aboard. Please sit back, relax and enjoy your journey. --Captain V. Carl Thompson, Jr, Delta Air Lines (retired) and Auburn University, USA

An exceptional book providing a comprehensive overview and critique of the exciting world of international aviation past, current and future. It is particularly pleasing to see the inclusion of commercial space in a book on international aviation. The use of chapter learning objectives and full references at the end of each chapter facilitates self-managing learning and engagement. --Siobhan Tiernan, Kemmy Business School, University of Limerick, Ireland

Anyone interested in the evolution of the air transport industry will benefit from reading this book, which discusses the challenges airlines face in their search for new markets in an increasingly global environment, and how airlines and aircraft manufacturers are working together to find solutions to help the air transport industry become more financially and environmentally sustainable. --Wilfred S. Manuela Jr., Ateneo de Manila University, Philippines

About the Author

Dawna L. Rhoades received a Master of Public Administration with a specialization in Environmental Policy and Natural Resource Management from the University of Washington. She received her Ph.D. in Management from the University of Houston and is currently a professor of strategic management in the College of Business at Embry-Riddle Aeronautical University in Daytona Beach, Florida. She has served as the Undergraduate Program Coordinator, Associate Dean for Research and Graduate Studies, and Graduate Program Coordinator. She is currently the Chair of the Department of Management, Marketing, and Operations in the College. Her research interests include strategic alliances, regional carrier strategy, and service and safety quality at airlines and airports, intermodal transportation, sustainability, and the strategic and operational issues relating to NextGen air traffic management technology. Her work has appeared in such journals as the Journal of Air Transport Management, Review of Business, Journal of Transportation Management, Journal of Managerial Issues, Managing Service Quality, and the Handbook of Airline Strategy. She is the editor-in-chief for the World Review of Intermodal Transportation Research.

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