

**Third
Edition**

GENERAL AVIATION
**MARKETING
AND
MANAGEMENT**

Third Edition
Operating, Marketing, and Managing an FBO



C. Daniel Prather, Ph.D., A.A.E.

GENERAL AVIATION MARKETING AND MANAGEMENT

Third Edition – Operating, Marketing and Managing an FBO

by C. Daniel Prather, Ph.D., A.A.E.

3rd Ed. 2009 ISBN 978-1-57524-301-6 302 pp. \$81.00

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.

C. Daniel Prather, Ph.D., A.A.E. is currently an Associate Professor of Aerospace at Middle Tennessee State University. Prior to entering academia, Dr. Prather served ten years at Tampa International Airport both as an Airport Operations Specialist and an Assistant Director of Operations. In addition to being an Accredited Airport Executive, he is an instrument-rated private pilot, an FAA certificated advanced and instrument ground instructor, and President and CEO of Prather Solutions, Inc. A member of the graduate faculty, Dr. Prather teaches courses in the Aerospace Administration program, including FBO Management, a course in which this text is used and has been improved upon for this third edition.

Contents

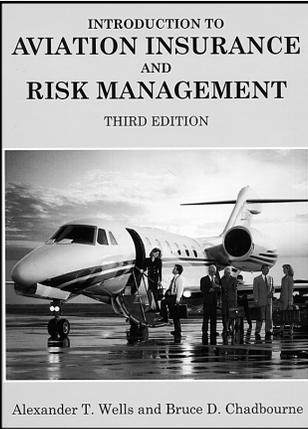
Preface
Acknowledgments
Part One: Introduction
Chapter 1 General Aviation: A Historical Perspective
Chapter 2 The Scope of General Aviation
Part Two: Operating An FBO
Chapter 3 The Fixed Base Operator
Chapter 4 Line Service
Chapter 5 FBO Services
Chapter 6 Customer Service
Part Three: Marketing An FBO
Chapter 7 The Role of Marketing
Chapter 8 Promotion and Sales
Chapter 9 Marketing Research
Chapter 10 Transportation Needs Assessment
Chapter 11 Methods of Acquiring a Business Aircraft
Part Four: Managing An FBO
Chapter 12 Management Functions and Organization
Chapter 13 Risk Management
Chapter 14 Financial Planning and Control
Chapter 15 Human Resources
Chapter 16 Future Challenges
Appendices
Appendix A: Three Week On-site Training Program for a New Aircraft Salesperson
Appendix B: Corporate Aircraft Sales Presentation
Appendix C: Sample FBO Lease Agreement
Appendix D: FAA Advisory Circular 150/5190-7
Appendix E: Value Analysis: Costs versus Benefits
Index



KRIEGER PUBLISHING COMPANY

1-800-724-0025

Also Available



INTRODUCTION TO AVIATION INSURANCE AND RISK MANAGEMENT, 3RD ED.

edited by Alexander T. Wells & Bruce D. Chadbourne

3rd Ed. 2007 560 pp. ISBN 978-157524-274-3 \$93.25

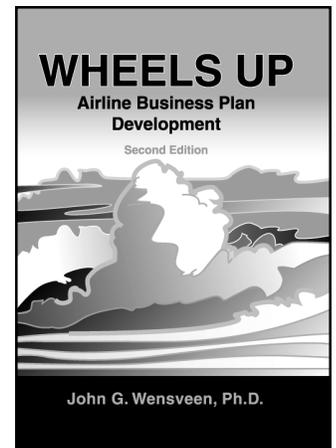
The third edition of *Introduction to Aviation Insurance and Risk Management* has provided the opportunity to improve the book and extend its life into the 21st Century. Old material has been deleted and newer, more timely material added. Unlike the previous editions a number of industry professionals have contributed to the new version. Despite these changes the primary purpose of the book remains the same—to introduce the basic principles of insurance and risk with their special application to the aviation industry. It has been designed for several similar, yet distinct audiences: the college student, corporate pilots or fixed base operators, and individuals in the insurance business.

WHEELS UP: Airline Business Plan Development

by John G. Wensveen

2nd Ed. 2007 148 pp. ISBN 978-1-57524-293-4 \$34.25

Wheels Up: Airline Business Plan Development is unique because it concentrates specifically on the airline business rather than generic businesses. It incorporates features other plan books neglect. Modern trends are identified and discussed in detail to help the reader understand the importance of creating flexibility within the business plan. Flexibility is vital for an airline to be successful in today's increasingly competitive environment. Failure to understand recent and future trends in a new aviation environment could lead to failure. This second edition is aimed at a variety of readers including academic students, both undergraduate and graduate, business professionals, and entrepreneurs. It concentrates on business plan development suitable for airlines of all sizes, from single-engine single pilot operations to international jet operations. Regardless of a company's size, the main elements of the airline business plan remain the same.



Order directly from Krieger Publishing Company for immediate shipment

Please Print

Order Form

DEPARTMENT #8214-E

(Please use this number when ordering by phone, fax or e-mail.)

Author/Title _____	Price \$ _____
_____	_____
_____	_____
_____	_____

I have enclosed a check or money order in the amount of \$ _____ or charge to my credit card as indicated opposite.

Subtotal _____
 Postage _____
 Total \$ _____

Name _____

Mailing/Street Address _____

Country _____ Postal Code/Zip(+4) _____

Tel: _____ FAX: _____

e-mail: _____

DOMESTIC SHIPPING INFORMATION

Shipments are made by UPS unless otherwise requested. Please add \$7.00 for first book and \$1.50 for each additional to cover shipping. Florida residents please add sales tax. Examination copies must be requested on school letterhead. MasterCard, VISA, and Discover accepted. *Prices subject to change without notice.*

FOREIGN SHIPPING INFORMATION

Shipping costs are available on request. Please contact Krieger Publishing Company for more information regarding our foreign distributors.

Credit Card Information

Card Number

MasterCard VISA Discover _____ / _____
 Expiration Date

Authorized Signature _____



KRIEGER PUBLISHING COMPANY

1725 Krieger Drive • Malabar, FL 32950
 (321) 724-9542 • FAX (321) 951-3671
 www.krieger-publishing.com

To place your order and obtain shipping costs call **1-800-724-0025** or e-mail us at: info@krieger-publishing.com