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.

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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 $98.00
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
ditions 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
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to international jet operations. Regardless of a company’s size, the main elements of the
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