

**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. \$85.25

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.

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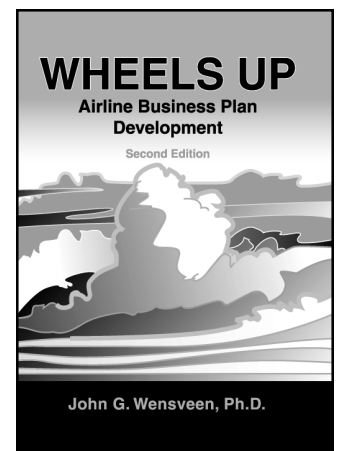
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