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## Quantitative Problem Solving Methods in the Airline Industry: A Modeling Methodology Handbook (Hardback)

By -

Springer-Verlag New York Inc., United States, 2012. Hardback. Condition: New. 2012. Language: English . Brand New Book. This book reviews Operations Research theory, applications and practice in seven major areas of airline planning and operations. In each area, a team of academic and industry experts provides an overview of the business and technical landscape, a view of current best practices, a summary of open research questions and suggestions for relevant future research. There are several common themes in current airline Operations Research efforts. First is a growing focus on the customer in terms of: 1) what they want; 2) what they are willing to pay for services; and 3) how they are impacted by planning, marketing and operational decisions. Second, as algorithms improve and computing power increases, the scope of modeling applications expands, often re-integrating processes that had been broken into smaller parts in order to solve them in the past. Finally, there is a growing awareness of the uncertainty in many airline planning and operational processes and decisions. Airlines now recognize the need to develop `robust solutions that effectively cover many possible outcomes, not just the best case, blue sky scenario. Individual chapters cover: Customer Modeling methodologies, including current and...



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