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Kostas Iatrou is the co-founder and Partner of AirConsulting Group. He holds a PhD in Air Transport Management from Cranfield University, UK. He has participated both as moderator and as speaker in numerous air transport conferences all over the world including ICAO, IATA, AFRAA, ATRS and ACI. He is Visiting Lecturer at Cranfield University, at the Aviation MBA of LUISS business school and was Assistant Visiting Professor at Daniel Webster Aviation College. His articles have featured in numerous air transport publications, such as the Journal of Air Transport Management, the Journal of Air Transportation, the Journal of Airport Management, the Annals of Air and Space Law of McGill University, Airlines and he is Associate Editor of Journals of Air Transport Studies. He is a Member of the Networking Committee of ATRS and was the Chairman of the Organizing Committee of the 12th ATRS World Conference. Finally, he is the Secretary General of Hellenic Aviation Society and Managing Director and Editor of AirTransportNews. He was Deputy Mayor of Ekali, Greece, where he lives with his wife, Evgenia and his son, George. Mauro Oretti is Vice President, Sales & Marketing for SkyTeam. He is responsible for all sales, marketing and loyalty activities, including the development and promotion of global corporate products and the design of SkyTeam's seamless customer experience. Mauro began working for Alitalia in 1990, his last position being that of Director of Alliances & Network Agreements, before he joined SkyTeam. He has a professional focus on alliance and partnership management, sales, marketing & customer experience, international affairs, and strategy setting. Mauro obtained international experience in New Zealand, Germany and the United States. Leonardo Corbo is a Postdoctoral Research Fellow at the Department of Business and Management of LUISS Guido Carli University. He obtained his PhD in Business Administration from the University of Bologna. Leonardo has been a v

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Airline Choices for the Future: From Alliances to Mergers offers an up-to-date assessment of the industry as it stands today, delivering a comprehensive insight into how the world of airline alliances is changing, and how the merger phenomenon is likely to fit into the new scenario. This second edition is fully revised to mark the major changes the industry has experienced since it was first published in 2007, with new material dealing directly with air cargo, the EU-US Open Skies agreement and environmental impacts, for example, plus significantly expanded sections on cross-border and cross-regional mergers and acquisitions. The purpose of the book is twofold. Firstly, it outlines the evolution and the reasons behind alliances between international air carriers, the alliances' track records and the way they have affected airlines and the air transport industry. Secondly, drawing on past and more recent developments in the industry, it examines the experiences airlines involved in cross-border mergers have gone through and the advantages and difficulties they have come across. Alliances and mergers are presented from both the airline and the consumer perspective. Airline Choices for the Future provides a balanced account of where mergers and alliances have taken the industry to date, bridging the gap between merger theory and implemented practices and strategies. It also identifies the challenges alliances and cross-border mergers have faced and highlights the key forces affecting airline development. Theoretical evidence is supplemented by data collected via surveys and interviews with airline executives, aviation experts, consultants and regulatory bodies.

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