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General Aviation Marketing and Management: Operating, Marketing, and Managing an FBO

C. Daniel Prather

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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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