

Product, not price, puts AirBlue in the black : "we're 100% electronic, we've never sold a paper ticket, and this is a country where nobody had sold an e-ticket before"

Titre(s) : Product, not price, puts AirBlue in the black : "we're 100% electronic, we've never sold a paper ticket, and this is a country where nobody had sold an e-ticket before"

Ensemble : REGIONAL AIRLINE WORLD n° 1 Vol. 23 14656817 2006

Auteur(s) : FULLBROOK David

Adresse bibliographique : 2006

Description matérielle : 12-15 p. : couleur

Sujet(s) : PAKISTAN
TRANSPORT AÉRIEN RÉGIONAL
COMPAGNIE LOW-COST
AIRBLUE