

Fleet footed : a novel brand strategy has helped Air Canada prosper ahead of its North American rivals

Titre(s) : Fleet footed : a novel brand strategy has helped Air Canada prosper ahead of its North American rivals

Ensemble : FLIGHT INTERNATIONAL 4863 00153710 31/12/2002

Auteur(s) : WALKER Karen

Adresse bibliographique : 2002

Description matérielle : 33-34 p. : couleur

Sujet(s) : CANADA
COMPAGNIE AÉRIENNE
AIR CANADA
ZIP AIR
TANGO