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KEY=PROPOSAL - DEVIN MELENDEZ

AIRPORT MARKETING

Routledge *This accessible, up-to-date, comprehensive, and in-depth textbook introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. It applies principles of marketing within the airport industry, and examines airport marketing and its environment, how to define and measure the market for airport services, airport strategic marketing planning and individual elements of the airport marketing mix (product, price, distribution and promotion). The book integrates key elements of marketing theory with airport marketing in practice. Each chapter contains extensive industry examples for different types of airports from around the world to build on the theoretical base of the subject and show real-life applications. This new second edition has been updated to include: New and expanded content on branding and the passenger experience, marketing partnerships, engagement marketing and customer relationship management. Three brand new chapters on digital marketing, marketing for a more sustainable future, and crisis communications and marketing, in light of the Covid-19 pandemic. New, global case studies and examples throughout. This comprehensive textbook written by two airport marketing experts will be essential reading for air transport students and future managers.*

U. S. AIRPORT INFRASTRUCTURE FUNDING AND FINANCING

ISSUES AND POLICY OPTIONS PURSUANT TO SECTION 122 OF THE 2018 FEDERAL AVIATION ADMINISTRATION REAUTHORIZATION ACT

Passenger air travel is at an all-time high, and airports are investing in the infrastructure needed to meet demand. This report contains a comprehensive review of the role of the federal government in airport infrastructure funding and financing.

INTERNATIONAL FIRE CODE 2009

International Code Council *A comprehensive guide to the regulation of fire safety in both new and existing buildings that covers general requirements, fire service features, building services and systems, decorative materials and furnishings, aviation facilities, fruit and crop ripening, fumigation and thermal insecticidal fogging, compressed gases, highly toxic materials, and more.*

GUIDEBOOK FOR DEVELOPING A ZERO- OR LOW-EMISSIONS ROADMAP AT AIRPORTS

Airports worldwide are setting aggressive zero- or low-emissions targets. To meet these targets, airports are deploying new strategies, adopting innovative financing mechanisms, and harnessing the collective influence of voluntary emissions and reporting programs. In tandem, new and affordable zero- or low-emissions technologies are rapidly becoming available at airports. The TRB Airport Cooperative Research Program's ACRP Research Report 220: Guidebook for Developing a Zero- or Low-Emissions Roadmap at Airports covers all steps of roadmap development, from start to finish, using conceptual diagrams, examples, best practices, and links to external tools and resources. While the main focus of this Guidebook is airport-controlled greenhouse gas (GHG) emissions, it provides discussion about airport-influenced emissions from airlines, concessionaires, and passengers. Whereas other guidebooks and reference material provide airports with information on emissions mitigation and management (for example, the Federal Aviation Administration's Airport Carbon Emissions Reduction, ACRP Report 11: Guidebook on Preparing Airport Greenhouse Gas Emissions Inventories, and the Airport Council International's Guidance Manual: Airport Greenhouse Gas Emissions Management), this Guidebook articulates steps for creating an airport-specific emissions roadmap.

ORDINARY MEN

Harper Collins *The shocking account of how a unit of average middle-aged Germans became the cold-blooded murderers of tens of thousands of Jews.*

DESIGN MANUAL

ONSITE WASTEWATER TREATMENT AND DISPOSAL SYSTEMS

HOW TO MAKE IT BIG IN THE SEMINAR BUSINESS

McGraw Hill Professional *How to Make It Big in the Seminar Business is considered must have reading among consultants, speakers, and seminar leaders. Fully updated and revised, this new edition is packed with insider tips on determining fees, marketing, scheduling, presentation technologies, and much more. It features new chapters on using the Web and other new technologies to deliver seminars; marketing on the Web; developing coaching services in conjunction with seminars; and E-mail newsletters. Readers get a fully updated and expanded directory--listing the names, addresses, and telephone numbers for hundreds of public seminar companies, corporate training companies, speakers bureaus, and seminar websites.*

ADMINISTRATIVE ASSISTANT'S AND SECRETARY'S HANDBOOK

Amacom Books *This handbook for administrative assistants and secretaries covers such topics as telephone usage, keeping accurate records, making travel arrangements, e-mail, using the Internet, business documents, and language usage.*

ACRP REPORT 52

INTRODUCTION TO AIR TRANSPORT ECONOMICS

FROM THEORY TO APPLICATIONS

Routledge *Introduction to Air Transport Economics: From Theory to Applications uniquely merges the institutional and technical aspects of the aviation industry with their theoretical economic underpinnings. In one comprehensive textbook it applies economic theory to all aspects of the aviation industry, bringing together the numerous and informative articles and institutional developments that have characterized the field of airline economics in the last two decades as well as adding a number of areas original to an aviation text. Its integrative approach offers a fresh point of view that will find favor with many students of aviation. The book offers a self-contained theory and applications-oriented text for any individual intent on entering the aviation industry as a practicing professional in the management area. It will be of greatest relevance to undergraduate and graduate students interested in obtaining a more complete understanding of the economics of the aviation industry. It will also appeal to many professionals who seek an accessible and practical explanation of the underlying economic forces that shape the industry. The second edition has been extensively updated throughout. It features new coverage of macroeconomics for managers, expanded analysis of modern revenue management and pricing decisions, and also reflects the many significant developments that have occurred since the original's publication. Instructors will find this modernized edition easier to use in class, and suitable to a wider variety of undergraduate or graduate course structures, while industry practitioners and all readers will find it more intuitively organized and more user friendly.*

INDUCED SEISMICITY POTENTIAL IN ENERGY TECHNOLOGIES

National Academies Press *In the past several years, some energy technologies that inject or extract fluid from the Earth, such as oil and gas development and geothermal energy development, have been found or suspected to cause seismic events, drawing heightened public attention. Although only a very small fraction of injection and extraction activities among the hundreds of thousands of energy development sites in the United States have induced seismicity at levels noticeable to the public, understanding the potential for inducing felt seismic events and for limiting their occurrence and impacts is desirable for state and federal agencies, industry, and the public at large. To better understand, limit, and respond to induced seismic events, work is needed to build robust prediction models, to assess potential hazards, and to help relevant agencies coordinate to address them. Induced Seismicity Potential in Energy Technologies identifies gaps in knowledge and research needed to advance the understanding of induced seismicity; identify gaps in induced seismic hazard assessment methodologies and the research to close those gaps; and assess options for steps toward best practices with regard to energy development and induced seismicity potential.*

EMERGENCY COMMUNICATIONS PLANNING FOR AIRPORTS

A SYNTHESIS OF AIRPORT PRACTICE

AIRLINE MARKETING AND MANAGEMENT

Routledge Through six previous editions, *Airline Marketing and Management* has established itself as the leading textbook for students of marketing and its application to today's airline industry, as well as a reference work for those with a professional interest in the area. Carefully revised, the seventh edition of this internationally successful book examines an exceptionally turbulent period for the industry. It features new material on: *Changes in customer needs, particularly regarding more business travellers choosing - or being forced - to travel economy, and analysis of the bankruptcy of 'All Business Class' airlines. * An explanation of the US/EU 'Open Skies' agreement and analysis of its impact. *The increase in alliance activity and completion of several recent mergers, and the marketing advantages and disadvantages that have resulted. * Product adjustments that airlines must make to adapt to changes in the marketing environment, such as schedule re-adjustments and the reconfiguration of aircraft cabins. *Changes in pricing philosophies, with, for example, airlines moving to 'A La Carte' pricing, whereby baggage, catering and priority boarding are paid for as extras. *Airline websites and their role as both a selling and distributing tool. *The future of airline marketing. A review of the structure of the air transport market and the marketing environment is followed by detailed chapters examining business and marketing strategies, product design and management, pricing and revenue management, current and future distribution channels, and selling, advertising and promotional policies. The reader will benefit from greater understanding of both marketing and airline industry jargon and from knowledge obtained regarding the extraordinary strategic challenges now facing aviation. Written in a straightforward, easy-to-read style and combining up-to-date and relevant examples drawn from the worldwide aviation industry, this new edition will further enhance the book's reputation for providing the ideal introduction to the subject.

STRATEGIC PLANNING IN THE AIRPORT INDUSTRY

Transportation Research Board TRB's Airport Cooperative Research Program (ACRP) Report 20: *Strategic Planning in the Airport Industry* explores practical guidance on the strategic planning process for airport board members, directors, department leaders, and other employees; aviation industry associations; a variety of airport stakeholders, consultants, and other airport planning professionals; and aviation regulatory agencies. A workbook of tools and sequential steps of the strategic planning process is provided with the report as on a CD. The CD is also available online for download as an ISO image or the workbook can be downloaded in pdf format.

FDA INVESTIGATIONS OPERATIONS MANUAL

Government Inst Available now to FDA-regulated organizations, this manual allows facility managers to look at their operation's regulatory compliance through the eyes of the government. Because this is the primary reference manual used by FDA personnel to conduct field investigation activities, you can feel confident you are preparing appropriate planning or action. This manual includes revised instructions regarding the release of information and covers FDA's policies and expectations on a comprehensive range of topics: FDA's authority to enter and inspect, inspection notification, detailed inspection procedures, recall monitoring, inspecting import procedures, computerized data requests, federal/state inspection relationships, discussions with management regarding privileged information, seizure and prosecution, HACCP, bioengineered food, dietary supplements, cosmetics, bioterrorism, and product disposition. The manual also includes a directory of Office of Regulatory Affairs offices and divisions.

RESOURCE MANUAL FOR AIRPORT IN-TERMINAL CONCESSIONS

Transportation Research Board

AIRPORT RESEARCH NEEDS

COOPERATIVE SOLUTIONS

Transportation Research Board Urges the US Congress to establish a national airport cooperative research program. The committee that produced the report called such a program essential to ensuring airport security, efficiency, safety, and environmental compatibility.

THE TRUTH MACHINE

A NOVEL OF THINGS TO COME

Ballantine Books Prepare to have your conception of truth rocked to its very foundation. It is the year 2004. Violent crime is the number one political issue in America. Now, the Swift and Sure Anti-Crime Bill guarantees a previously convicted violent criminal one fair trial, one quick appeal, then immediate execution. To prevent abuse of the law, a machine must be built that detects lies with 100 percent accuracy. Once perfected, the Truth Machine will change the face of the world. Yet the race to finish the Truth Machine forces one man to commit a shocking act of treachery, burdening him with a dark secret that collides with everything he believes in. Now he must conceal the truth from his own creation . . . or face his execution. By turns optimistic and chilling--and always profound--The Truth Machine is nothing less than a history of the future, a spellbinding chronicle that resonates with insight, wisdom . . . and astounding possibility. "PROFOUND." --Associated Press

RENEWABLE ENERGY AS AN AIRPORT REVENUE SOURCE

"TRB's Airport Cooperative Research Program (ACRP) Report 141: Renewable Energy as an Airport Revenue Source explores challenges airports may anticipate when considering renewable energy as a revenue source. These considerations include the airport's geography and terrain, infrastructure, real estate, energy costs, public policy, regulatory and compliance requirements, tax credits, sponsor assurances, ownership, impacts to navigation and safety, security, staffing issues, and many others. The guidebook also includes detailed financial information on the cost and performance of projects that have been implemented by airports. The guidebook also includes an appendix available online that provides sample a request for proposals." --

GUIDEBOOK FOR EVALUATING AIRPORT PARKING STRATEGIES AND SUPPORTING TECHNOLOGIES

Transportation Research Board This guidebook presents various parking strategies and technologies that are employed, or have potential applications, at airports in the United States. This guidebook will assist airport operators in (1) determining their specific goals as they relate to public parking and their customer needs; (2) gaining an understanding of the parking strategies and technologies that correspond to their goals; and (3) evaluating benefits, costs, and implementation. With parking as the primary source of non-airline revenue at airports, and usually the customer's first and last experience with the airport, it is an important focus in an airport's overall strategic plan. ACRP Report 24 provides - in a single source - a buffet of parking strategies and technologies to complement and achieve airport operators' long-term goals and objectives. This guidebook will be useful to airport parking owners and operators, and their consultants, as they strive to better accommodate the needs of their customers, improve customer service, increase operational efficiency, and enhance net revenues.

HOW AIRPORTS MEASURE CUSTOMER SERVICE PERFORMANCE

Transportation Research Board "TRB's Airport Cooperative Research Program (ACRP) Synthesis 48: How Airports Measure Customer Service Performance examines the strategic importance of customer service and how airports are measuring the quality of customer service."-- Publisher's description.

FINANCIAL PERFORMANCE REPRESENTATIONS

THE NEW AND UPDATED EARNINGS CLAIMS

American Bar Association This book sheds light on all aspects of earnings claims, including defining what an earnings claim really is, the origins of its regulation under the franchise disclosure laws, how a franchisor should prepare an earnings claim, how a franchisee should use an earnings claim, how a franchisee may attack lawful and unlawful earnings claims, how a franchisor may defend against such attacks, and how the government franchise enforcement authorities, investigate unlawful earnings claim activity.

RAISING CAPITAL

GET THE MONEY YOU NEED TO GROW YOUR BUSINESS

AMACOM Author Andrew Sherman's groundbreaking book is for entrepreneurial leaders looking to grow their funds and expand their business. Leveraging his years of experience as a strategic and legal entrepreneurial advisor, he helps readers navigate the murky waters of capital formation--offering actionable strategies to overcome challenges at every phase of the growth cycle. Raising Capital does this by providing the tools for building business plans, preparing loan proposals, drafting offering materials, and more. Entrepreneurial leaders in any industry will learn how to identify their best sources of

financing, treat their investors with respect and integrity, decipher legal documents, and gain the skills and patience to see their way successfully through the long haul of raising capital. Including updated checklists, charts, and sample forms, the third edition of *Raising Capital* provides insights on the latest trends in the domestic and global capital markets, an overview of recent developments in federal and state securities laws, and strategies for borrowing money from commercial banks in today's credit-tightened markets. Whether your business is a fledgling start-up, a rapid growth company, or a more established organization, these tips will help you stay the course and take it to the next level.

AIRPORT EMERGENCY POST-EVENT RECOVERY PRACTICES

"TRB's Airport Cooperative Research Program (ACRP) Synthesis 60: Airport Emergency Post-Event Recovery Practices explores approaches to improving the overall resiliency of airports through planning for the recovery phase of emergency response." -- Publisher's description.

DALLAS-FORT WORTH FREEWAYS

TEXAS-SIZED AMBITION

History of Dallas-Fort Worth freeways and associated landmarks and events

THE BLUE ZONES SOLUTION

EATING AND LIVING LIKE THE WORLD'S HEALTHIEST PEOPLE

Simon and Schuster In this groundbreaking book, Dan Buettner reveals how to transform your health using smart eating and lifestyle habits gleaned from new research on the diets, eating habits, and lifestyle practices of the communities he's identified as "Blue Zones", those places with the world's longest-lived, and thus healthiest, people, including locations such as Okinawa, Japan; Sardinia, Italy; Costa Rica's Nicoya Peninsula; Ikaria, Greece; and Loma Linda, California. With the audacious belief that the lifestyles of the world's Blue Zones could be adapted and replicated in towns across North America, Buettner launched the largest preventive health care project in the United States, *The Blue Zones City Makeovers*, which has impacted the health of millions of Americans since 2009. In *The Blue Zones Solution*, readers can be inspired by the specific stories of the people, foods, and routines of our healthy elders; understand the role community, family, and naturally healthy habits can play in improving our diet and health; and learn the exact foods, including the 50 superfoods of longevity and dozens of recipes adapted for Western tastes and markets, that offer delicious ways to eat your way to optimum health. Throughout the book are lifestyle recommendations, checklists, and stories to help you create your own personal Blue Zones solution. Readers will learn and apply the 80/20 rule, the plant slant diet, social aspects of eating that lead to weight loss and great health naturally, cultivating your "tribe" of friends and family, and your greater purpose as part of your daily routine. Filled with moving personal stories, delicious recipes, checklists, and useful tips that will transform any home into a miniature blue zone, *The Blue Zones Solution* is the ultimate blueprint for a healthy, happy life.

AIRPORT RENEWABLE ENERGY PROJECTS INVENTORY AND CASE EXAMPLES

A SYNTHESIS OF AIRPORT PRACTICE

Airports have implemented a variety of renewable energy technologies since 1999--with the largest growth occurring over the past decade--in parallel with the evolution and maturation of renewable energy markets. Of the renewable energy options available to airports today, the prevailing technology is solar PV, which accounts for 72% of all projects cataloged in the Renewable Energy Projects Inventory. The TRB Airport Cooperative Research Program's ACRP Synthesis 110: *Airport Renewable Energy Projects Inventory and Case Examples* draws on existing literature and data to present the state of practice for airport renewable energy. It presents the integration of renewable energy projects--including solar PV, geothermal, bioenergy, solar thermal, and small wind projects--into airport development and operations and the drivers behind those efforts. The report is accompanied by an Airport Renewable Projects Inventory.

USE AND POTENTIAL IMPACTS OF AFFF CONTAINING PFASS AT AIRPORTS

TRB's Airport Cooperative Research Program (ACRP) Research Report 173: *Use and Potential Impacts of AFFF Containing PFASS at Airports* explores the potential environmental and health impacts of per- and polyfluoroalkyl substances (PFASS) typically found in aqueous film-forming foams (AFFFs). The report describes methods that can be used to identify areas of potential concern at an airport and ways to implement management and remediation practices.

GUIDEBOOK FOR DEVELOPING AND MANAGING AIRPORT CONTRACTS

Transportation Research Board TRB's Airport Cooperative Research Program (ACRP) Report 33: Guidebook for Developing and Managing Airport Contracts is a guidebook of best practices for developing, soliciting, and managing airport agreements and contracts for use by a variety of airports. The agreements referenced in this guidebook range from airline-related agreements to communication and utility service as well as common-use, ground transportation, and concessions agreements for a variety of passenger services. An accompanying CD-ROM provides sample agreements in each of these areas. The CD-ROM included as part of ACRP Report 33 is also available for download from TRB's website as an ISO image. Links to the ISO image and instructions for burning a CD-ROM from an ISO image are provided.

UNDERSTANDING THE REPRESENTATIONAL MIND

Bradford Books A model of writing in cognitive development, *Understanding the Representational Mind* synthesizes the burgeoning literature on the child's theory of mind to provide an integrated account of children's understanding of representational and mental processes, which is crucial in their acquisition of our commonsense psychology.

AIRPORT SPOTTING HOTELS

Destinworld Publishing Limited Never miss an aircraft wherever your travels take you and make sure you always find hotels with a view of the action. If you are frustrated at choosing a hotel that has views of aircraft movements at the airports you're visiting, then this book will open up the perfect reference guide for you. Includes: Worldwide coverage, with hotels in 54 different countries. Over 270 different spotting hotels listed. Discover the pro's and con's of different hotels. Ensure you make the most of your spotting trips by securing a room with a view. *Airport Spotting Hotels* gives you the upper hand when researching your spotting trips, giving you the reference guide to all of the world's major airports.

FLYING THE FLAG

EUROPEAN COMMERCIAL AIR TRANSPORT SINCE 1945

Springer Since the end of World War II, European airlines have revealed their own operational style. By analyzing seven European flag-carriers, Dienel and Lyth provide a comparative study of the airline business, covering government policy, aircraft procurement, network growth, commercial performance and collaboration with other airlines and transport modes. This study also seeks to explain why national flag-carriers have survived in an age of globalization and strategic alliances. A concluding chapter views the contrasting American air transport industry.

THE TOTAL ONBOARDING PROGRAM

AN INTEGRATED APPROACH TO RECRUITING, HIRING, AND ACCELERATING TALENT FACILITATORS GUIDE SET

Pfeiffer Help New & Recently Hired Employees Hit the Ground Running "The Total Onboarding Program is a comprehensive, step by step, guide to successfully integrating new hires into an organization. For the first time, there is a road map for those who help new leaders develop their own road maps during the onboarding process. Any organization that wants to increase its return on human capital needs to utilize the specific best practices so clearly described in this invaluable new resource." -- Ben Dattner, adjunct professor of Organizational Psychology, New York University and founding principal of Dattner Consulting, LLC The Total Onboarding Program provides training and HR professionals with a detailed approach for bringing new and recently promoted employees up to speed and productive in half the usual time. In this Facilitator's Guide set, George Bradt -- author of *The New Leader's 100-Day Action Plan* -- and Ed Bancroft share a complete training package of proven tools, techniques, and tricks of the trade that help organizations reduce hiring or promoting risk and increase retention rates, identify and avoid the most prevalent landmines that derail new hires, and develop an onboarding framework that can be consistently deployed in any organization. Based on years of experience working with Fortune 500 companies, the authors' techniques will inspire and enable new employees to deliver better results faster. Their program presents the core concepts of onboarding -- alignment, acquisition, accommodation, assimilation, and acceleration ? and includes agendas, worksheets, and slides for five meetings and 11 workshops, ranging in time from two hours to two days, so you are completely prepared to present the program to teammates.

PRINCIPLES OF MANAGEMENT 3.0

INTERNATIONAL PLUMBING CODE 2015

With an emphasis on design and installation for optimum performance, the 2015 INTERNATIONAL PLUMBING CODE SOFT COVER sets forth established requirements for plumbing systems. This important reference guide includes provisions for fixtures, piping, fittings, and devices, as well as design and installation methods for water supply, sanitary drainage, and storm drainage. The 2015 edition of the code includes information on public toilet facilities, as well as water temperature limiting devices, and replacement water heater installation. Using both prescriptive- and performance-related specifications, this code provides comprehensive minimum regulations for a variety of plumbing facilities, facilitating the design and acceptance of new and innovative products, materials, and systems.

ACRP REPORT 47

GUIDEBOOK FOR DEVELOPING AND LEASING AIRPORT PROPERTY

WATER CODE

HUMAN RESOURCES CODE

PROTOTYPE AIRPORT SUSTAINABILITY RATING SYSTEM

CHARACTERISTICS, VIABILITY, AND IMPLEMENTATION OPTIONS

"TRB's Airport Cooperative Research Program (ACRP) Report 119: Prototype Airport Sustainability Rating System--Characteristics, Viability, and Implementation Options identifies the features of an airport sustainability rating system, identifies options for implementing the rating system and a certification program, and evaluates the viability of their implementation and adoption."--Publisher description.

GOVERNMENT CODE
