

Ryanair: How a Small Irish Airline Conquered Europe

Siobhan Creaton



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The trade paperback of Ryanair, published in June 2004, has already sold nearly 20,000 copies and is in its sixth printing - testament to the fascination this maverick company has for both the business community and the general reader (and budget air traveller). In Ireland it has been a number-one bestseller (indeed, is still in the chart); here it is selling in significant quantities from airports and bookshops around the country. It remains the only book about the airline and its buccaneering chief executive, Michael O'Leary. With Ryanair continuing to expand, the battle for the low-cost airline market in Europe becoming ever more cutthroat, and O'Leary happy to do battle with everyone from airports (for their landing charges) to his own pilots (over pay and conditions) - and generate an endless stream of PR and news stories in the process - the B-format edition of Siobhan Creaton's book is fully updated to take account of all Ryanair's most recent history.



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From reader reviews:

Vera Velez:

Ryanair: How a Small Irish Airline Conquered Europe can be one of your nice books that are good idea. All of us recommend that straight away because this publication has good vocabulary that will increase your knowledge in vocabulary, easy to understand, bit entertaining but nonetheless delivering the information. The writer giving his/her effort to put every word into enjoyment arrangement in writing Ryanair: How a Small Irish Airline Conquered Europe nevertheless doesn't forget the main stage, giving the reader the hottest as well as based confirm resource details that maybe you can be one of it. This great information could drawn you into completely new stage of crucial considering.

Katrina Frey:

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