

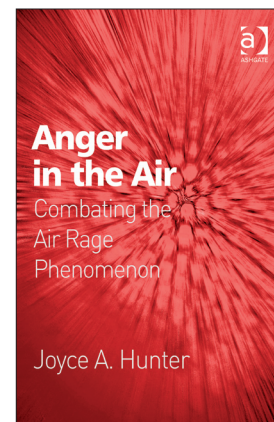
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# Anger in the Air

Combating the Air Rage Phenomenon

Dr. Joyce A. Hunter, Saint Xavier University



*Anger in the Air: Combating the Air Rage Phenomenon* provides airlines with valuable input to help them better meet the service expectations of their customers and avoid instances of air rage on their flights. What do today's customers need and expect? What do airline customers perceive as the quality of services and how can the gap be closed between expectations and perceptions? The book addresses these key issues in five stages:

1. Discussing air rage incidents that have caused us to focus not just on the rage levels that some passengers reach during flight but, more importantly, why these rage levels are happening more often worldwide.
2. Considering what we know to be problematic within airline industry culture and what is questionable; what can be redesigned and how.
3. Presenting the key information regarding the psychology of air rage, as a means to identify new areas to be considered in airline attendant training programs.
4. Learning directly from airline passengers what it is that they really value from customer service.
5. Looking to the future and planning changes in the context of additional pressing issues such as security, pricing and safety.

#### Contents:

Anger in the Air;  
The Perfect Storm: Airline Policies that cause Air Rage;  
Personnel Policies that cause Air Rage, or why Unhappy Workers  
= Angry Passengers;  
Passengers' Emotional Baggage: Addicted, Crazy, or Just Plain Rude?;  
Passenger Baggage: Rage Addiction;  
The Genesis of Air Rage;  
Reducing Air Rage: Smiling Customer Service;  
Afterword;  
References;  
Index.

#### Key Points:

- Original customer service approach to addressing the issue of air rage
- Author combines academic research with enormous first-hand experience gained within a major US carrier
- Gives airlines a better understanding of their customers' perceptions of service in air transportation
- Will provide a valuable contribution to airlines' training and service policies, to improve customer satisfaction and reduce instances of air rage

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