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American Airlines was making significant investments across the airline, including significant onboard and airport upgrades, and placing the largest new plane order in commercial aviation history. But they weren't getting credit from customers for all that they were doing.

## American Airlines - Low Cost Flights and Package Holidays ...

Marketing Strategy of American Airlines shows how the brand uses a mix of demographic, geographic & psychographic variables in order to serve the customer. More than 70% of its revenue comes from the Passenger business as airfare forms 87% of the revenues of American Airlines.

## Bags - Travel information - American Airlines

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## Marketing Strategy of American Airlines - American ...

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## Carry-on bags - Travel information - American Airlines

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## American Airlines - Brand Strategy, Design and Experience

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**Book flights - American Airlines Group**

American Airlines reserves the right to change the rates, terms and conditions at any time prior to purchase with or without notice. What if I change my flight? You can usually transfer bags you pre-paid for to new flights (changes to existing bookings), but not to other passengers

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