

# Air Berlin Plc & Co Luftverkehrs KG in Travel and Tourism (Germany)

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## Abstracts

Following the company's negative results in recent years, Air Berlin will focus on turning around its fortunes via four main measures: optimisation of routes offered and internal organisation as well as reduction of costs and complexity. Due to the strong competition in the area and the impact of external factors (eg energy prices), the success of the company's efforts cannot be predicted with certainty yet.

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