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Air China Co Ltd in Travel and Tourism (China)

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Date: July 2014
Pages: 2
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Abstracts

With a deceleration in economic growth and rising competition over the forecast period, Air China is likely to take various relevant measures to maintain steady growth and its leading position, including purchasing new aircraft to replace the existing old ones. It is also set to explore new routes, adjust structural and operational management, and enhance its marketing campaigns, in order to boost efficiency, promote brand awareness and improve services to help outperform its competitors.

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