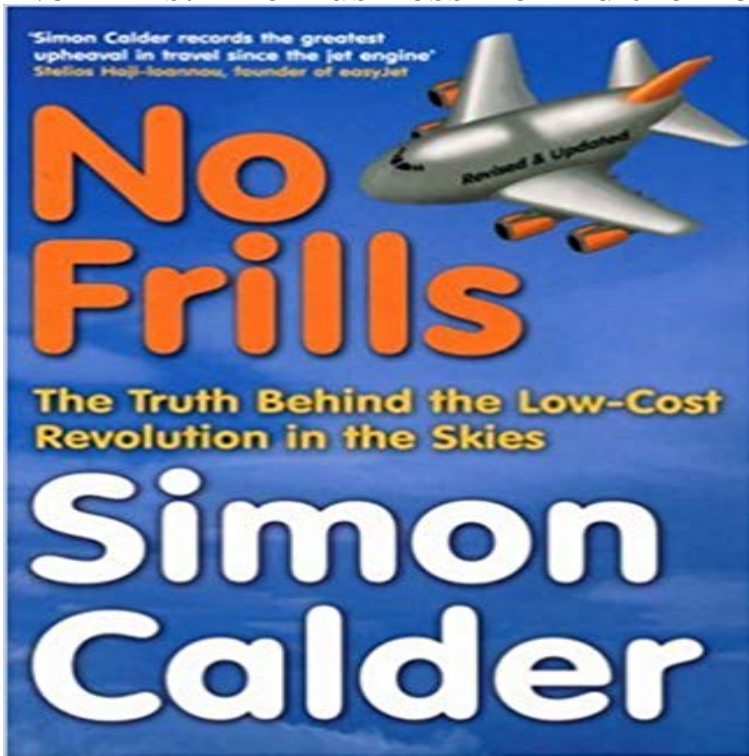


# No Frills: The Business Behind the Low-Cost Revolution in the Skies



Following the tremendous success of the earlier editions of No Frills, leading TV presenter and top travel journalist Simon Calder now gives the low down on how these cheap ticket airlines have spread all round the world, enabling the eager traveller to plan economical and exciting long haul trips as well as taking advantage of the ever growing routes and destinations across Europe. Not a day goes by without there being a headline (or a TV programme!) about one or other of the highly successful low cost airlines like Easyjet and Ryanair. They have truly revolutionised air travel from the UK and No Frills is the highly entertaining story of how it all came about, and in particular, of the swashbuckling personalities of the entrepreneurs like Stelios Haji-Iannou and Michael OLeary whose drive and inspiration made it all possible.

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