

AdWords – The Case of Air New Zealand

Air New Zealand is New Zealand's flagship carrier, serving passengers traveling throughout Australasia and the South Pacific, as well as to Europe, North America and Asia. Air New Zealand is based at Auckland International Airport and employs more than 10,000 people. As the country's national airline, Air New Zealand is a recognizable and successful brand...

Date: 2007-12-17

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-adwords-the-case-of-air-new-zealand-article379>