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Companies with revenues deriving almost entirely from aerospace are ranked alongside aerospace units of larger corporations – such as General Electric, Honeywell or United Technologies. Since an aerospace company's website is one of its most important marketing assets, I included two indicators of a site's authority as measured by Alexa.com:

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Marketing in the International Aerospace Industry by Wesley, E.S. (2007). Aldershot: Ashgate, Journal of Air Transport Management , 14 (1), 50. Google Scholar

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Airlines are part of the service industry, competing to offer the best experience of several similar competitors.As such, marketing including an airline advertising strategy, social media, and other programs can make the difference between gaining customers or losing out to other airlines.To attract the most customers and generate buzz, airlines must remain enticing and competitive.

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