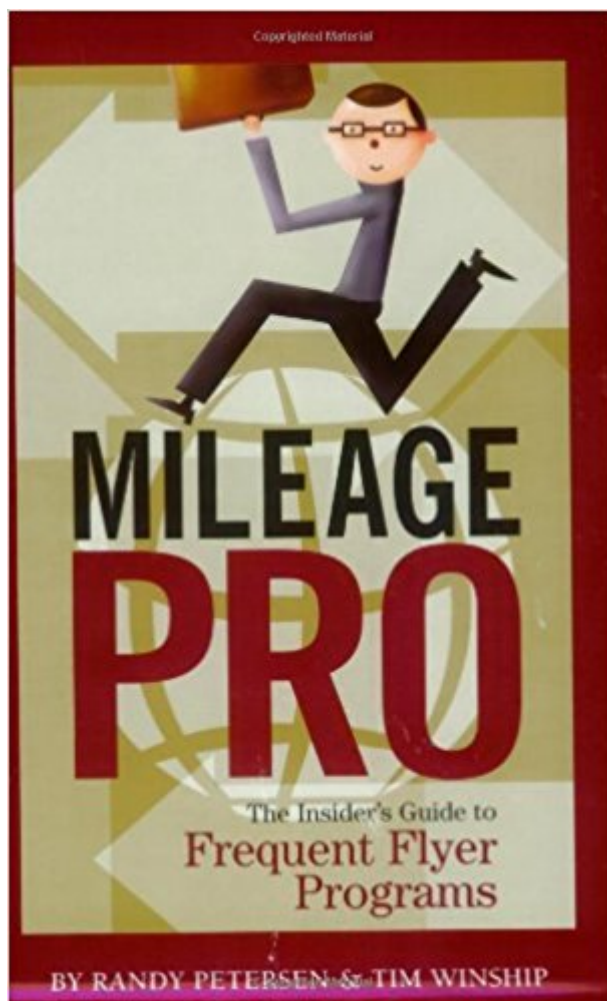


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# Mileage Pro: The Insider's Guide To Frequent Flyer Programs



## Synopsis

The most comprehensive book ever written on mastering airline, hotel and car rental loyalty programs has arrived. Mileage Pro: The Insider's Guide to Frequent Flyer Programs is the first book ever written on managing and maximizing travel loyalty programs. Whether someone is a road warrior, a miles junkie, or an infrequent leisure traveler, Mileage Pro empowers consumers to break through the often complicated web of information on travel loyalty programs.

## Book Information

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## Customer Reviews

"An indispensable primer, crammed full of practical, useful information on one of my favorite subjects' frequent flyer programs." -- Joe Sharkey, business travel columnist, The New York Times  
"For those earning miles, and even more importantly, for those trying to redeem them, this book is a must-read." -- Peter Greenberg, travel editor, NBC's Today Show  
"Randy Petersen and Tim Winship possess unlimited knowledge and insight into the ever-changing world of loyalty programs." -- Keith L. Alexander, "Business Class" columnist, The Washington Post

Randy Petersen: This Monday through Friday, Randy Petersen will receive 4,000 e-mails (that is 800 each day!); do 12 newspaper, TV, magazine or radio interviews; peruse 27 magazines; talk to the managers of 15 different frequent flyer programs; and review the bonus offerings of more than 130 of these programs. This will be a slow week. As a former marketing and merchandise presentation manager for a large menswear retailer, Randy spent much of his time flying and keeping accurate records of his mileage awards. Nearly everyone he knew would go to him for frequent flyer advice. When it got to the point of constantly advising people, Randy started his own

frequent-flyer information business, which now includes InsideFlyer magazine (the leading publication in the world about frequent traveler programs) and FlyerTalk.com. Randy's favorite effort has been the launch of the Mileage Donation Center, which helps people donate unused miles to charitable groups. The Wall Street Journal refers to Randy as "... the most influential frequent flyer in America" and The New York Times tagged him as "the world's leading expert on airline frequent flyer programs." Randy has been named to the "Frequent Traveler Hall of Fame" sponsored by the Hilton Hotel Corporation and has been named "One of the 25 Most Influential Executives in the Business Travel Industry" by Business Travel News. Randy has appeared on CBS, NBC, ABC News Radio, Good Morning America and European Business News. He is frequently quoted in The Wall Street Journal, USA Today, The New York Times and more than 100 other newspapers and magazines. Randy currently resides on a ranch outside of Colorado Springs, Colorado, but maintains a very active schedule of worldwide business travels. His outside activities include snow skiing, water sports, reading, renovating houses and playing basketball.

**Tim Winship:** Tim Winship is a nationally known authority on the travel industry and frequent flyer programs. His 20-year travel industry career includes loyalty-marketing management assignments with Singapore Airlines, All Nippon Airways and The Hilton Hotel Corporation. During his tenure, he developed new frequent flyer programs (Goldpass and ANA Mileage Club), managed existing programs, and designed and implemented reward promotions. In 1997, Tim launched FrequentFlier.com, a Web site devoted to helping travelers choose, use and understand frequent flyer programs. And in 1998, he began publishing a weekly e- newsletter, The FrequentFlier Crier. The Web site and e-newsletter have won many awards including the BOOT (Best of Online Travel) award that reflects the opinions of more than one million online voters, as well as being featured in the current edition of McGraw-Hill's Guide to 500 Best Aviation Web Sites and net.people published by CyberAge Books. In addition to his own publications, Tim is a contributing editor for Frequent Flyer magazine and SmarterTravel.com. He also writes the syndicated monthly newspaper column, "The Extra Mile." His advice and analysis is regularly sought and cited by The New York Times, USA Today, The Wall Street Journal and CNN. Tim is a member of the Society of American Travel Writers and a longtime supporter of the Frequent Travel Marketing Association. He earned an M.B.A. in marketing from the University of Southern California. Tim also holds a B.F.A. in design from California Institute of the Arts, and completed several years of graduate work in philosophy and symbolic logic at California State University, Los Angeles. Tim lives in Los Angeles where he has a choice of three airports: Los Angeles International, Burbank and Long Beach.

This book was a total waste of time and money. I have never written a review before but I was so disappointed in this purchase I felt compelled to write one. I had high expectations for this book- I have a few hundred thousand FF miles so obviously I am aware of the ins and outs of earning miles, using miles, etc. I wanted a book to explain how to redeem "more complicated" rewards, like those involving international flights, business/first class, open jaw routing, redeeming with partner airlines, legal routing with maximizing stopovers, etc. There is absolutely nothing of that sort in this book- it was just a waste of time to read about everything I and anyone with any common sense already knows. I cannot believe they got this book published! It is full of basic common sense info like "you should use affinity credit cards to earn extra points/miles", "try to avoid blackout or holiday periods", and other useless info that anyone who actually flies enough to earn enough miles for award travel obviously knows. I agree with the reviewer who said the title should be Amateur Mileage Pro, because it takes a serious novice to think this book is valuable. I am surprised it has a lot of good reviews, but obviously those people are not really big frequent fliers otherwise they would be saying the same thing as me, that this book was a total waste of time and money. If anyone has any recommendations for a real book or website that can seriously help someone who has more than half a brain, please let me know, because this book was obviously targeted to clueless newbies. Total disappointment!

I am sad to say that I found this book very disappointing. It claims to target "the middle level of the mileage earning community" however most of the information is so basic that I cannot see this being an interesting read for anyone but the complete novice. People interested enough in frequent flyer miles to purchase a book about it will surely be knowledgeable about most of the content. Examples of such topics include sections on the possibility of mileage being earned on airline program partners and not just the home airline, that extra miles are given for purchasing first- and business tickets, and how being loyal to a single airline or alliance is the way to earn elite status. There is nothing in this book that cannot be discovered by going to any given airlines home page and reading about benefits offered to elite members or how many miles are required for an award ticket. A lot of information on mileage maximization is neglected. Petersen's recommendation to join the program hosted by the airline that you will be flying most often is not necessarily the best idea- sometimes it pays to join one of their foreign partners who may be more generous (such as awarding full mileage on lower fares that don't qualify on the home partner). There is also no information on how to configure itineraries that will earn the most miles such as checking a ticket's rules to find out the maximum number of allowed connections or legal routing. While I feel that

Randy Petersen's website, Flyer Talk, and his input in many other websites and publications are excellent, this book leaves much to be desired and contains no insider information or little known ways to maximize miles.

I found this book complete and useful. However, 90% of the book contained Frequent Flyer info that is self evident to anyone who has spent over two or three years as a frequent flyer. There were a few good nuggets towards the end on methods to transfer miles and points between programs. For new flyers however, lots of the book was very relevant. A key element is concentrating miles in one program which they strongly emphasize. In short, great for new frequent flyers; very average for high flyers.

There is information here valuable to a mileage starter. But it's very dated. This book needs an updated edition to justify selling it through this website. If you are new to the mileage game check your library or used bookstore, but don't pay for a book giving advice when 2/3 of the content is no longer relevant.

great book!

If you plan to fly more than 5 times in the next year, or stay in a hotel more than once, you must read this book!

This is a very good reference for frequent travelers and members of frequent travel programs, as almost all are covered (airlines, hotels, credit cards, car rentals, etc.) However, it is not as detailed as previous editions (I have all of them.) . Only basic program contact info is given. It would be better to publish an up-to date complete edition next time out so that travelers would get a better idea of what's out there.

Basic college courses are usually labeled 101. Sometimes remedial courses are necessary before enrolling in the 101 course. This book should be considered pre-remedial training. A minimum of research at just a few of the myriad on-line travel sites and blogs can uncover way more than is presented in this allegedly comprehensive bible. I can't imagine who could find this useful unless one is an absolute babe in the woods to airline travel programs.

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