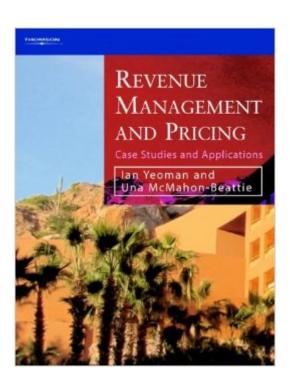
The book was found

Revenue Management And Pricing: Case Studies And Applications





Synopsis

Companies that are better at fulfilling customer needs make better returns. In the current state of the world economy and cutthroat competition, the essence for survival is to create more customer value as percieved by your customers relative to your competitors. From the foreword by EJ Kreiken, KLM Royal Dutch Airlines Revenue Management & Pricing treats revenue management and pricing as a practical subject and demonstrates best practice throughout the tourism and hospitality industries by the extensive use of case material.

Book Information

Paperback: 216 pages

Publisher: Cengage Learning EMEA; 1 edition (January 29, 2004)

Language: English

ISBN-10: 1844800628

ISBN-13: 978-1844800629

Product Dimensions: 9.7 x 7.4 x 0.5 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â See all reviews (1 customer review)

Best Sellers Rank: #1,765,928 in Books (See Top 100 in Books) #117 in Books > Business & Money > Management & Leadership > Pricing #1388 in Books > Business & Money > Accounting

> Financial #2676 in Books > Business & Money > Industries > Hospitality, Travel & Tourism

Customer Reviews

I liked this book a lot. The cases give a variety of revenue and pricing optimization examples. The possible solutions section in the back of the book reviews solutions to the cases. The book will make you think about alternative uses of the technology.

Download to continue reading...

Revenue Management and Pricing: Case Studies and Applications Segmentation, Revenue Management and Pricing Analytics Pricing and Revenue Optimization Case Studies in Immunology: A Clinical Companion (Geha, Case Studies in Immunology: A Clinical Companion) Case Management: A Practical Guide for Education and Practice (NURSING CASE MANAGEMENT (POWELL)) Scooby-Doo Set of 8 Mystery Chapter Books (Haunted Castle ~ Snow Monster ~ Fairground Phantom ~ Spooky Strikeout ~ Case of the Haunted Hound ~ Case of the Living Doll ~ Case of the Spinning Spider ~ The Creepy Camp) Monte Carlo Methodologies and Applications for

Pricing and Risk Management Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's Pricing Guide: Residential & Remodeling Costs) RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2014 (RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling Costs) The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution The Pricing Journey: The Organizational Transformation Toward Pricing Excellence Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices & Diagnostics Medical Billing Networks and Processes - Profitable and Compliant Revenue Cycle Management in the Internet Age The Ford Pinto Case (Suny Series, Case Studies in Applied Ethics, Technology, & Society) Pelvic Floor Ultrasound: Principles, Applications and Case Studies The Case Interview: 20 Days to Ace the Case: Your Day-by-Day Prep Course to Land a Job in Management Consulting Bank Valuation and Value-Based Management: Deposit and Loan Pricing, Performance Evaluation, and Risk Management (McGraw-Hill Finance & Investing) The Art of Creative Matting: Techniques, Design Applications, and Pricing for Profitability

<u>Dmca</u>