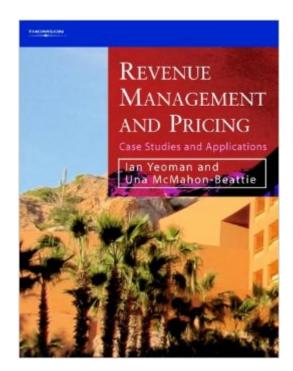
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Revenue Management And Pricing: Case Studies And Applications





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.

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