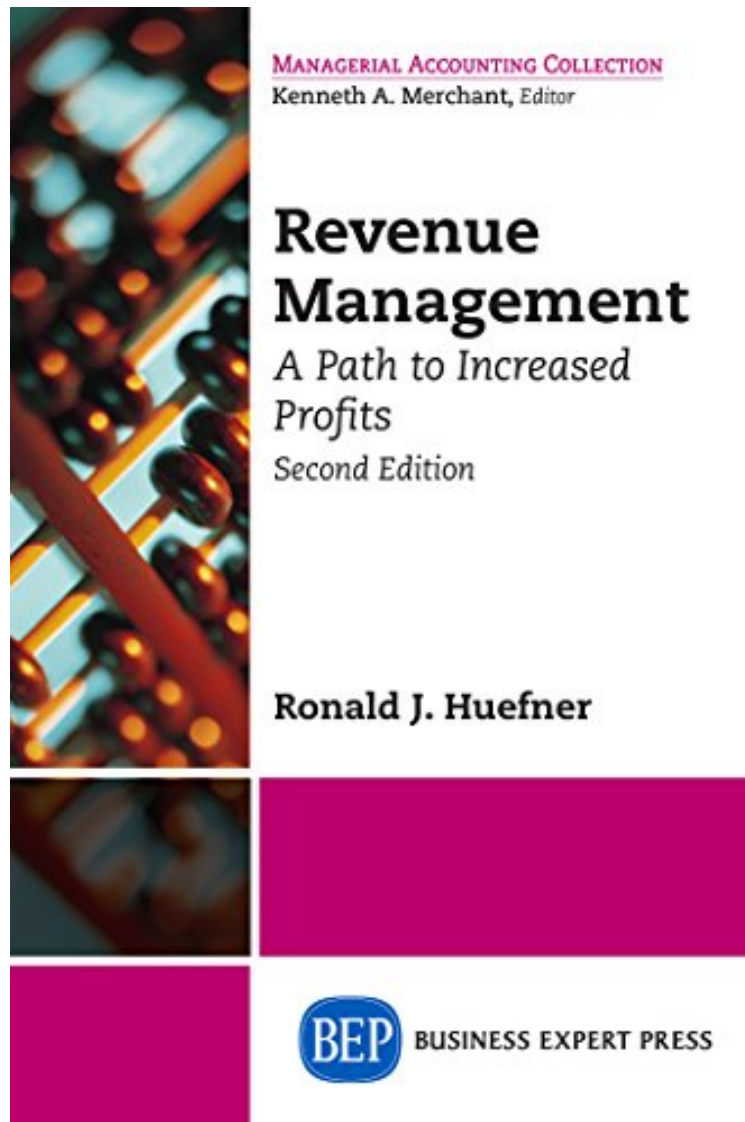


# Revenue Management: A Path to Increased Profits, Second Edition

*Ronald Huefner*

*ebooks | Download PDF | \*ePub | DOC | audiobook*



[Download](#)

[Read Online](#)

#2041958 in eBooks 2015-05-28 2015-05-28 File Name: B00YEXLM74 | File size: 72.Mb

**Ronald Huefner : Revenue Management: A Path to Increased Profits, Second Edition** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Revenue Management: A Path to Increased Profits, Second Edition:

This book describes the emerging field of revenue management and its applications across a broad spectrum of business activity. It recounts the history and development of revenue management and addresses the analytical tools needed to integrate revenue management into management generally and financial and accounting practice in

particular. Revenue Management discusses and assesses various pricing practices and other revenue management techniques. It gives particular attention to the role of capacity analysis and the connection of revenue management to the theory of constraints. While revenue management originated in the service industries, it is now practiced across a broad spectrum of business and not-for-profit organizations. This book will be a useful guide to managers at all levels who wish to give greater consideration to the importance of revenue management in their organizations. The second edition reorganizes the presentation of the subject, adds many new examples, and concludes with a chapter on emerging issues.