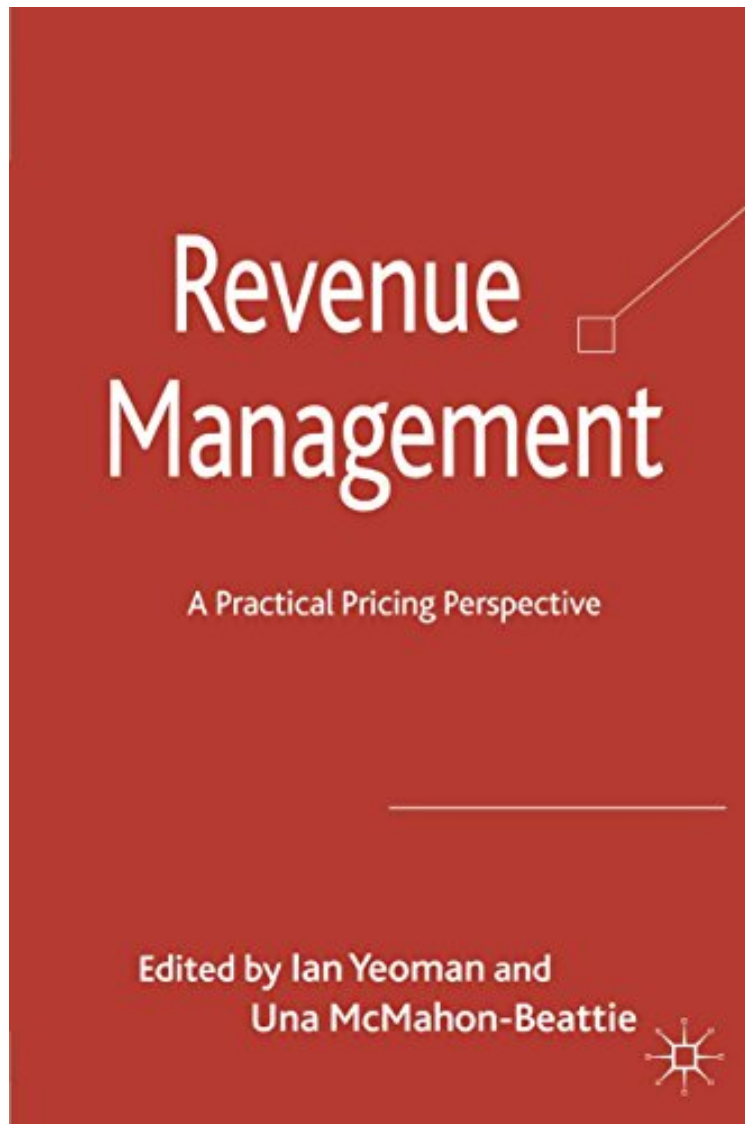


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Revenue Management: A Practical Pricing Perspective

Dr Ian Yeoman

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Pricing is about deciding your market position whereas revenue management is the strategic and tactical decisions firms take in order to optimize revenues and profits. This book offers insights into research, theories, applications and innovations and how to makes these work in different industries.

Ian Yeoman and Una McMahon-Beattie are recognized subject matter experts in the field of Pricing and Revenue Management. Kevin Connor, Vice President, DHL Express This book offers practical insights in taking this rapidly evolving discipline from concept to implementation leveraging the experience of academicians and professionals. it should be a valuable source resource and spark of inspiration and motivation for years to come. Robert Cross, Chairman and CEO, Revenue Analytics Inc. About the Author SUNMEE CHOI Associate Professor, the School of Business, Yonsei University, Korea CATHERINE CLEOPHAS Revenue management consultant for Deutsche Lufthansa AG. JOSE; GUADIX Lecturer at the School of Industrial Engineering of the University of Seville, Spain JON HIGBIE Senior Vice President and Chief Scientist of Revenue Analytics KARL ISLER Head of Strategy and Operations Research for Revenue Management, Pricing and Distribution RAJA KASILINGAM iSVP of Cargo at RTS and Founder/President of CargoINTEL SHERYL E. KIMES Distinguished Singapore Tourism Board Professor of Asian Hospitality Management at Cornell University, USA YIHUA LI holds a Ph. D. degree in Management Science from the University of Montreal, Canada WARREN H. LIEBERMAN President of Veritec Solutions, a pricing analytics and revenue management consulting firm based in Belmont, California, USA Ouml;ZGUuml;R Ouml;ZLUuml;K obtained his Ph.D. in Operations Research from UNC Chapel Hill, USA ADRIAN PALMER Professor of Marketing at University of Wales, Swansea, UK STEFAN POELT Senior manager at Lufthansa German Airlines LILA RASEKH Decision Science team of Revenue Management at Walt Disney World LEO M RENAGHAN Chief Marketing Officer for Revenue Management Solutions BEN VINOD Chief Scientist and Senior Vice President at Sabre Holdings RAMESH VENKAT Senior Vice President, Yield Management at Emirates responsible for Revenue maximisation and Revenue Management Science and Research EMRE VERAL Professor of Operations Management at Baruch College, Zicklin School of Business JIAN WANG Vice President of Research and Development at The Rainmaker Group in Atlanta, USA MICHAEL ZHANG Assistant Professor at Sobey School of Business of Saint Mary's University, USA