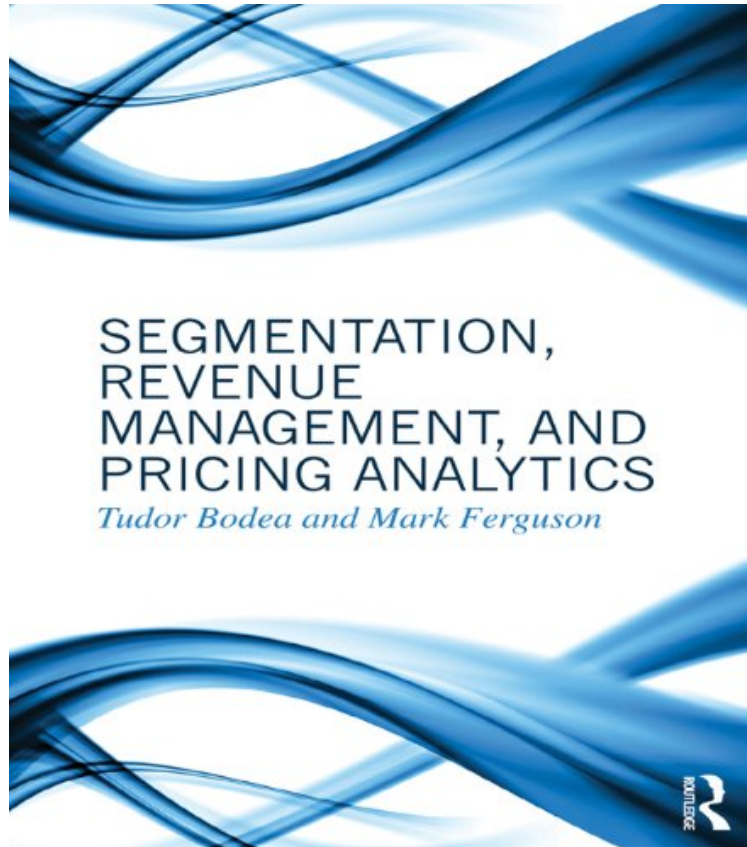


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make smarter business decisions and higher profits. This book will be a useful and enlightening read for MBA students in pricing and revenue management, marketing, and service operations.

About the Author Tudor Bodea is a Revenue Optimization Manager in the Global Revenue Management and Systems Department at the InterContinental Hotels Group in Atlanta, USA. Mark Ferguson is a Distinguished Business Foundation Fellow and Professor of Management Science at the University of South Carolina, USA.