

Revenue Management A Practical Pricing Perspective Book

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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 make these work in different industries. Table of contents (19 chapters)

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Pricing is about deciding your market position, i.e. premium or low cost, whereas revenue management is the strategic and tactical decisions firms take in order to optimize revenues and profits. Furthermore, revenue management is usually associated with firms that are constrained by capacity or offer a time based product or service such as a round of golf or hotel accommodation.

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This course is for any professionals looking to apply pricing strategy and revenue management techniques to their organisation. It will also be useful to students of economics and business as well as everyday consumers keen to understand why and how prices vary. What do people say about this course? Thank you for a very interesting course.

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