



Revenue Management: A Practical Pricing Perspective

Dr Ian Yeoman

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In times of economic down turn you need to know how much your customers will pay for a product and appropriate strategies - this is not about offering the lowest price in order to fill capacity. It's about knowing your markey segment, how much they will pay, when they will purchase and what distribution they will use.

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

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