



BOOK

Pricing and revenue optimization

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Personal name

[Phillips, Robert L. \(Robert Lewis\), 1955-](#)

Main title

Pricing and revenue optimization / Robert L. Phillips.

Published/Created

Stanford, Calif. : Stanford Business Books, 2005.

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Description

xii, 355 p. : ill. ; 26 cm.

ISBN	0804746982 (cloth : alk. paper)
LC classification	HF5416.5 .P457 2005
Contents	Background and introduction -- Introduction to pricing and revenue optimization -- Basic price optimization -- Price differentiation -- Pricing with constrained supply -- Revenue management -- Capacity allocation -- Network management -- Overbooking -- Markdown management -- Customized pricing -- Pro and customer acceptance.
LC Subjects	Pricing. Revenue management.
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