

BOOK

Pricing and revenue optimization

Phillips, Robert L. (Robert Lewis), 1955-2005

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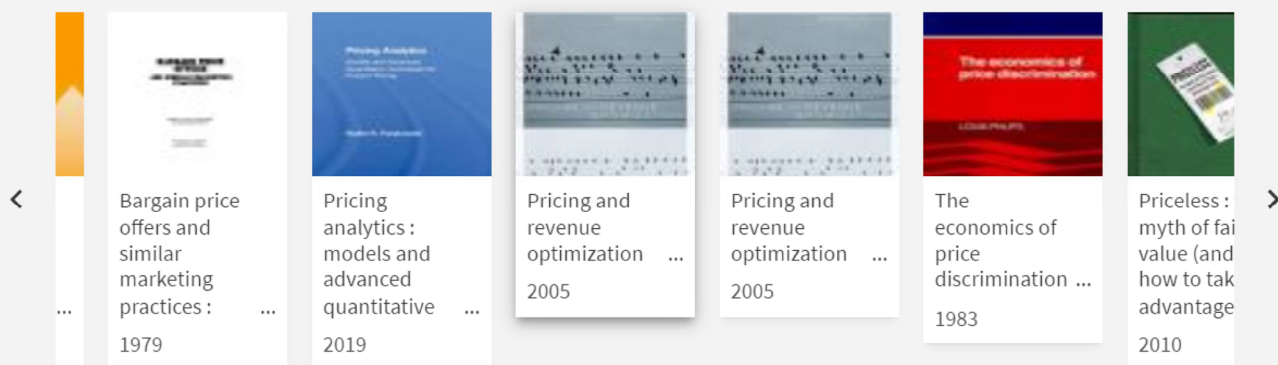
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VIRTUAL BROWSE	Title	Pricing and revenue optimization
	Creator	Phillips, Robert L. (Robert Lewis), 1955- >
LINKS	Subject	Pricing > Revenue management >
	Description	"This is the first comprehensive introduction to the concepts, theories, and applications of pricing and revenue optimization. From the initial success of "yield management" in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager."--Jacket.
	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.
	Publisher	Stanford, Calif. : Stanford Business Books
	Publication Date	2005
	Language	English
	Format	xii, 355 pages : illustrations ; 26 cm
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