

1. Record Nr.	UNINA9910254883703321
Autore	Zatta Danilo
Titolo	Revenue Management in Manufacturing : State of the Art, Application and Profit Impact in the Process Industry / / by Danilo Zatta
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-30240-X
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XXII, 129 p. 45 illus., 35 illus. in color.)
Disciplina	332
Soggetti	Finance Production management Statistics Leadership Marketing Finance, general Operations Management Statistics for Business, Management, Economics, Finance, Insurance Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- Concepts and Application -- State of the Art and Perspectives of Revenue Management in the Process Industry -- Implementation of Revenue Management in the Process Industry in North America and Europe -- Use and Profit Impact of Revenue Management in the Process Industry -- Conclusions -- References -- Appendix A: Questionnaires -- Appendix B: Correlation Matrixes -- Appendix C: State of the Art and Implementation of Revenue Management in Germany.
Sommario/riassunto	This book focuses on the application of revenue management in the manufacturing industry. Though previous books have extensively studied the application of revenue management in the service industry, little attention has been paid to its application in manufacturing, despite the fact that applying it in this context can be highly profitable and instrumental to corporate success. With this work, the author

demonstrates that the manufacturing industry also fulfills the prerequisites for the application of revenue management. The book includes a summary of empirical studies that effectively illustrate how revenue management is currently being applied across Europe and North America, and what the profit potential is. "With a strong historical focus on Revenue Management's Origins and by placing a robust emphasis on its importance in future uses in several industries, Danilo Zatta's book Revenue Management in Manufacturing will give you and your company the tools needed to improve profitability and performance." Kevin Mitchell President, The Professional Pricing Society, Inc.
