

1. Record Nr.	UNINA9910298520703321
Autore	Lin Guiping
Titolo	The Principle of Profit Models / / by Guiping Lin, Wei Wei, Wuxiang Zhu
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2015
ISBN	3-662-44714-2
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (193 p.)
Disciplina	330 330.1 650 658421
Soggetti	Economics Entrepreneurship Management Economic Theory/Quantitative Economics/Mathematical Methods
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Profit sources (Stakeholders). -Fixed income -- Remaining profit -- Profit sharing -- Customer pricing -- Auction -- Combined pricing.
Sommario/riassunto	This book mainly focuses on defining profit models, on how many main kinds of profit models there are, how profit models can change a company, and how to tailor a profit model to the needs of a certain company. In this context, profit models are classified as fixed-income, remaining-profit and profit-sharing, admission, toll, parking, fuel and sharing fees, profit sources, customer pricing, auction, combined pricing, etc. The logic behind all these profit models will be analyzed in detail and numerous micro-cases will be introduced. All of the micro-cases discussed are the best profit model practices used by outstanding enterprises, mainly from China and the USA (including HomeAway, Priceline, Tencent, Sina, Google, the Voice of China, CSPN and so on). These models will be complemented by a wealth of figures and additional tools to help readers better understand the principle of profit models. As such, the book not only explains “why” entrepreneurs preferred to apply a specific kind of profit model and not others, but

also answers “how” they derived that model.
