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| Nota di contenuto | 1. Starting and Running a Business -- 2. Time in Entrepreneurship -- 3. Entrepreneurship, Business Cycle and Creation of Value -- 4. The Short-term Measurement of the Creation of Value: The Importance of Technical Efficiency -- 5. The Impact of Technical Inefficiency on Business Management -- 6. Revenue Management from a Business-economic Perspective -- 7. Revenue Management Systems Based on Dynamic Pricing -- 8. Revenue Management Systems Based on Capacity Allocation -- 9. The Measurement of Revenue Management Policies: RevPAR and Yield Rate -- 10. Economic Value and Revenue Management Systems: Case Studies.
| Sommario/riassunto | Filling a gap in existing literature on revenue management systems,

this book explores the use of business strategies which are specifically designed to have a positive impact on economic and financial efficiency. Focussing on services within the tourism industry, the author takes a new approach and identifies dynamic pricing and service differentiation as key components of strategic management. Providing fresh insights into an ever-expanding sector, this book will be a useful tool for those studying business strategy and management, as well as value creation theory, as it ultimately presents an integrated business management model which will ensure sustainability.