

1. Record Nr.	UNINA9910407719803321
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Titolo	Total Revenue Management (TRM) : Case Studies, Best Practices and Industry Insights // by Marc Helmold
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2020
ISBN	3-030-46985-9
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (201 pages)
Collana	Management for Professionals, , 2192-8096
Disciplina	658.1554
Soggetti	Sales management Business logistics Market research Service industries Sales/Distribution Supply Chain Management Market Research/Competitive Intelligence Services
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1 Total Revenue Management (TRM) -- Chapter 2 Pricing Elements and Price Elasticity -- Chapter 3 Pricing as Part of the Corporate Strategy -- Chapter 4 Pricing Strategies -- Chapter 5 Supply Chain Management and Distribution Channels -- Chapter 6 Value Drivers in Revenue Management -- Chapter 7 Audits as Tool to evaluate Value -- Chapter 8 TRM for Services -- Chapter 9 Creating the Value Proposition -- Chapter 10 TRM in companies with financial Difficulties -- Chapter 11 Pricing in the Automotive Industry -- Chapter 12 Pricing in the Hospitality Industry -- Chapter 13 Pricing in the Aviation Industry -- Chapter 14 Pricing in the Healthcare Sector -- Chapter 15 Pricing Strategy in the Beer Industry -- Chapter 16 Outlook: Full Revenue Management (FRM) -- Glossary -- Index.
Sommario/riassunto	This book explores total revenue management (TRM), an emerging concept in revenue management that incorporates existing principles and tools of revenue management across all profit streams. It is a

professional's guide to using TRM in an optimal and innovative manner to gain competitive advantage. Readers will gain comprehensive insights into the strategies, tools and principles of TRM including existing and emerging revenue streams across the value chain. The author offers a transparent and holistic explanation of pricing strategies, segmentation methods and distribution principles which enable implementation of TRM in organizations. .
