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Titolo	Revenue management : a path to increased profits / / Ronald J. Huefner
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Edizione	[Second edition.]
Descrizione fisica	1 online resource (190 p.)
Collana	Managerial accounting collection, , 2152-7121
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Soggetti	Revenue management Electronic books.
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Nota di bibliografia	Includes bibliographical references (pages 161-166) and index.
Nota di contenuto	1. What is revenue management and why is it important? -- 2. Origins and applications of revenue management -- 3. Introduction to financial analysis of revenue management decisions -- 4. Setting prices: an overview -- 5. Revenue management techniques -- 6. Customer reactions to revenue management techniques -- 7. Additional tools for analysis of revenue management decisions -- 8. Revenue management and capacity analysis -- 9. Revenue management and the theory of constraints -- 10. Relating revenue management to customer value -- 11. Are your customers profitable? -- 12. Making revenue management decisions -- 13. Emerging issues in revenue management -- Notes -- References -- Index.
Sommario/riassunto	This book describes the emerging field of revenue management and its applications across a broad spectrum of business activities. It recounts the history and development of revenue management and addresses the analytical tools needed to integrate revenue management into management, in general, and financial and accounting practice, in particular. The book discusses and assesses various pricing practices and other revenue management techniques. It gives particular attention to the role of capacity analysis and the connection of revenue management to the theory of constraints. Although revenue management originated in the service industry, it is now practiced across a broad spectrum of business and not-for-profit organizations. This book will be a useful guide to managers at all levels who wish to

give greater consideration to the importance of revenue management in their organizations. The second edition reorganizes the presentation of the subject, adds many new examples, and concludes with a chapter on emerging issues.
