



Revenue Management: A Practical Pricing Perspective

By Dr Ian Yeoman

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Pricing is about deciding your market position whereas revenue management is the strategic and tactical decisions firms take in order to optimize revenues and profits. This book offers insights into research, theories, applications and innovations and how to makes these work in different industries.

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Editorial Review

Review

Ian Yeoman and Una McMahon-Beattie are recognized subject matter experts in the field of Pricing and Revenue Management.

Kevin Connor, Vice President, DHL Express

This book offers practical insights in taking this rapidly evolving discipline from concept to implementation leveraging the experience of academicians and professionals. It should be a valuable source resource and spark of inspiration and motivation for years to come.

Robert Cross, Chairman and CEO, Revenue Analytics Inc.

About the Author

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