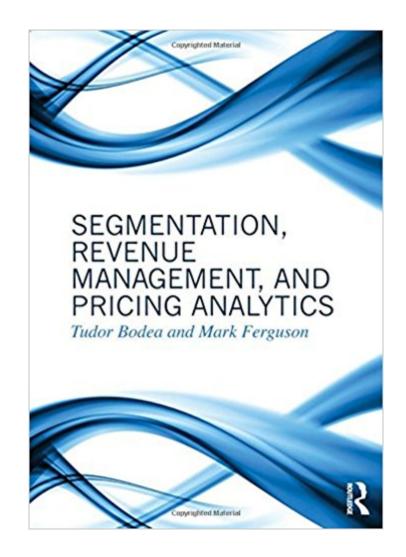
The book was found

Segmentation, Revenue Management And Pricing Analytics





Synopsis

The practices of revenue management and pricing analytics have transformed the transportation and hospitality industries, and are increasingly important in industries as diverse as retail, telecommunications, banking, health care and manufacturing. Segmentation, Revenue Management and Pricing Analytics guides students and professionals on how to identify and exploit revenue management and pricing opportunities in different business contexts. Bodea and Ferguson introduce concepts and quantitative methods for improving profit through capacity allocation and pricing. Whereas most marketing textbooks cover more traditional, qualitative methods for determining customer segments and prices, this book uses historical sales data with mathematical optimization to make those decisions. With hands-on practice and a fundamental understanding of some of the most common analytical models, readers will be able to make smarter business decisions and higher profits. This book will be a useful and enlightening read for MBA students in pricing and revenue management, marketing, and service operations.

Book Information

Paperback: 266 pages Publisher: Routledge; 1 edition (March 14, 2014) Language: English ISBN-10: 0415898331 ISBN-13: 978-0415898331 Product Dimensions: 0.8 x 6.8 x 9.5 inches Shipping Weight: 14.9 ounces (View shipping rates and policies) Average Customer Review: 4.5 out of 5 stars Â See all reviews (2 customer reviews) Best Sellers Rank: #979,204 in Books (See Top 100 in Books) #72 in Books > Business & Money > Management & Leadership > Pricing #375 in Books > Business & Money > Management & Leadership > Planning & Forecasting #805 in Books > Business & Money > Marketing & Sales > Marketing > Research

Customer Reviews

For those who believe pricing could benefit from a more vie rigid approach, this book is a great start.

It's great ! Maybe it could be more detailed in some topics....

Download to continue reading...

Segmentation, Revenue Management and Pricing Analytics Freemium Economics: Leveraging Analytics and User Segmentation to Drive Revenue (The Savvy Manager's Guides) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Revenue Management and Pricing: Case Studies and Applications Pricing and Revenue Optimization Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Even You Can Learn Statistics and Analytics: An Easy to Understand Guide to Statistics and Analytics (3rd Edition) Analytics: Data Science, Data Analysis and Predictive Analytics for Business Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work (FT Press Analytics) Handbook of Market Segmentation: Strategic Targeting for Business and Technology Firms, Third Edition (Haworth Series in Segmented, Targeted, and Customized Market) 3D Parametric Intensity Models for the Localization of 3D Anatomical Point Landmarks and 3D Segmentation of Human Vessels (Dissertations in Artificial Intelligence: Infix, Vol. 299) Supply Chain Management: Fundamentals, Strategy, Analytics & Planning for Supply Chain & Logistics Management (Logistics, Supply Chain Management, Procurement) Medical Billing Networks and Processes - Profitable and Compliant Revenue Cycle Management in the Internet Age Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's Pricing Guide: Residential & Remodeling Costs) RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2014 (RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling Costs) The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution The Pricing Journey: The Organizational Transformation Toward Pricing Excellence

<u>Dmca</u>