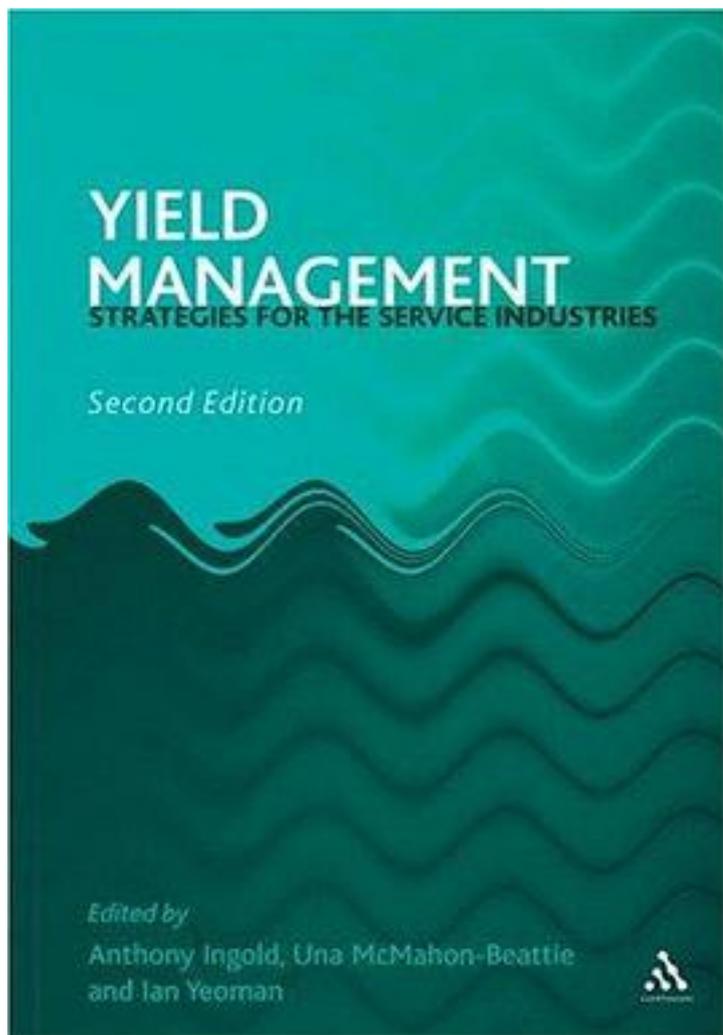


Yield Management



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著者:Anthony Ingold

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This ground-breaking textbook covers all aspects of the subject and draws on a wide range of applications in the service industries. Three sections comprise this book: the first presents underpinning knowledge associated with Yield Management; the second examines contemporary models of Yield Management across a number of service sectors; and the third reviews how Yield Management acts as a decision support system for front-line staff and managers, and also highlights the growing importance of new technologies. The book concludes with a range of case studies taken from airlines, hotels, restaurants, cruise lines and leisure industries.

作者介绍:

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原版

Hospitality

评论

非常古老的一本书。。里面很多的数学模型还是很有意思的。。。

这书可是当年我们组assignment的大救星啊~~~

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书评

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