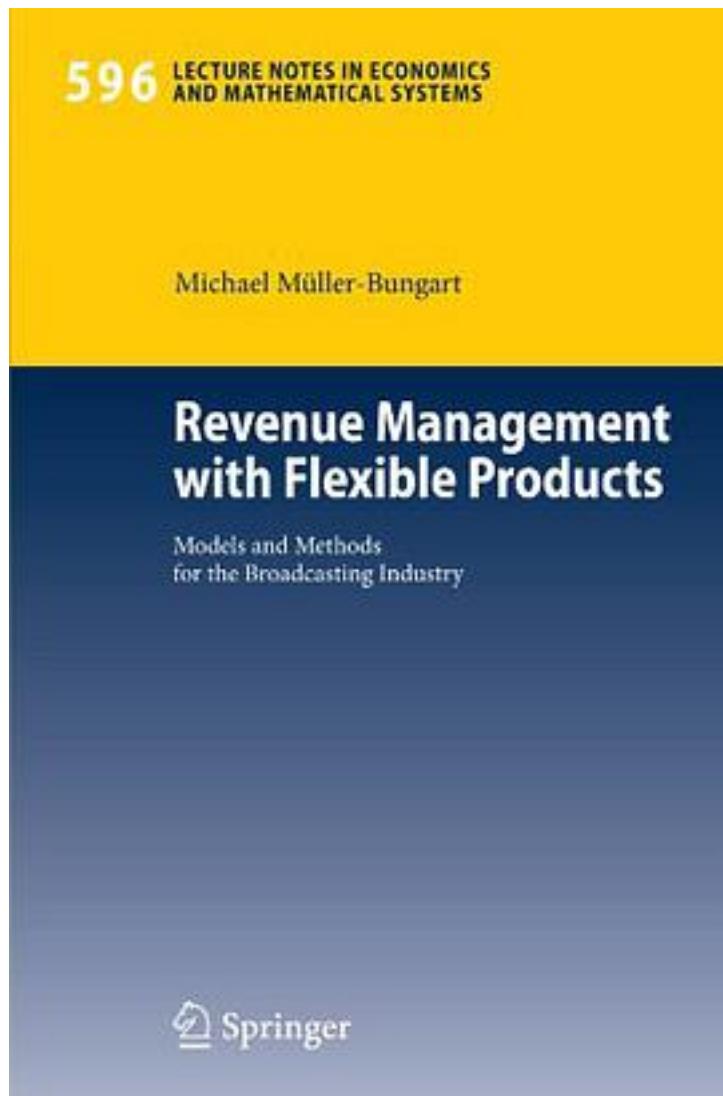


# Revenue Management with Flexible Products



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Remarkable features of revenue management (RM) problems in the cargo, manufacturing and broadcasting industries are so-called flexible products. "Flexibility" means that the actual mode of production is not defined at the time of purchase, but can be chosen later on by the service provider. This book is among the first to analyze RM problems with flexible products and RM in broadcasting companies. The implications of flexibility are explicitly taken into account in the models and methods presented. As an aside, the book contains descriptions of algorithms to generate stochastic demand data streams for general RM problems. An implementation as a Microsoft Windows executable file is available, which can directly be used both by theoreticians and practitioners in their own simulation studies. This book will be of great value for researchers, managers and students interested in RM with flexible products in general and broadcasting companies in particular.

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