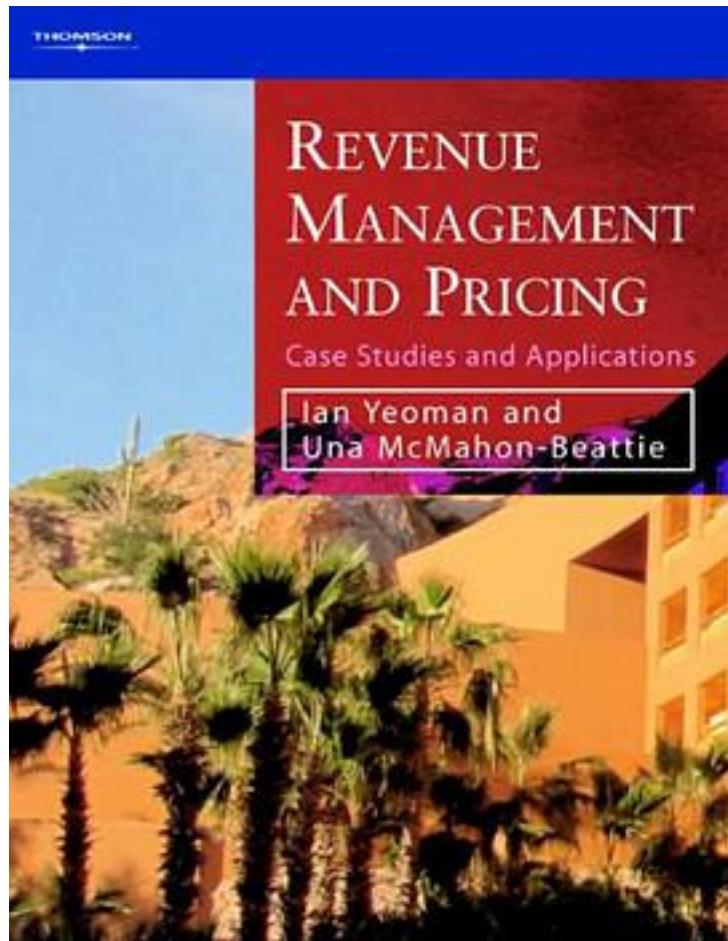


# Revenue Management and Pricing



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出版者:Thomson Learning College

出版时间:2004-1

装帧:Pap

isbn:9781844800629

Companies that are better at fulfilling customer needs make better returns. In the current state of the world economy and cutthroat competition, the essence for survival is to create more customer value as perceived by your customers relative to your

competitors. From the foreword by EJ Kreiken, KLM Royal Dutch Airlines Revenue Management & Pricing treats revenue management and pricing as a practical subject and demonstrates best practice throughout the tourism and hospitality industries by the extensive use of case material.

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