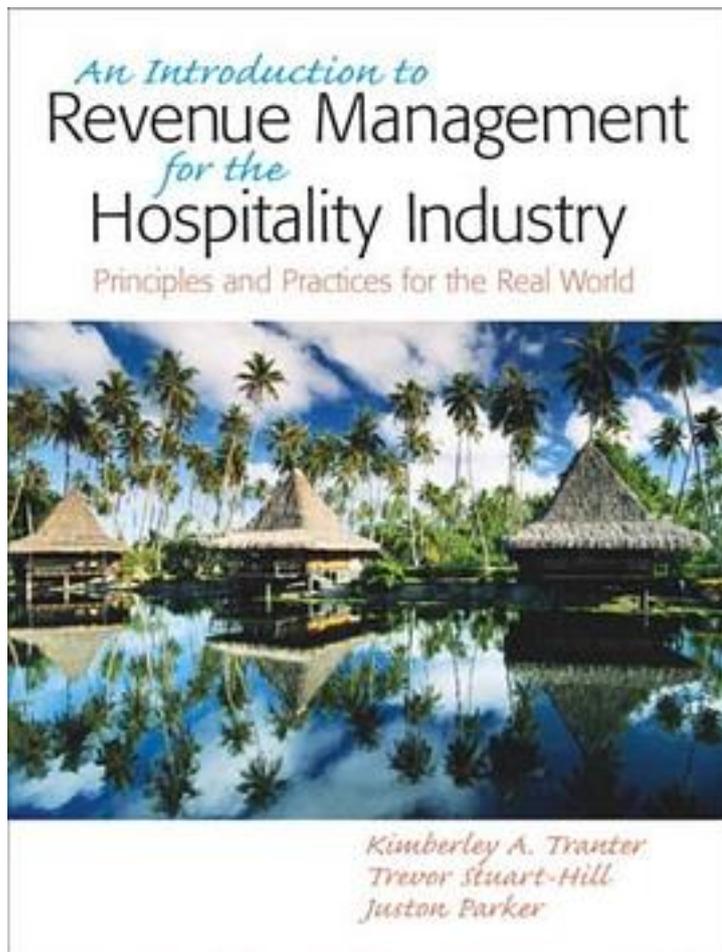


Introduction to Revenue Management for the Hospitality Industry



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著者:Kimberly A. Tranter

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Addressing an emerging course in hospitality management, this one-of-a-kind book

outlines the basic elements of the revenue management process and the keys to effective revenue management planning. Using the Rev MAP model as a guiding framework, it shows how to develop, implement, and evaluate a strategic management process. Professional profiles highlight key issues and career paths, while application chapters relate material to each segment of the hospitality industry. A final chapter looks at trends and forecasts the future evolution of this important new field.

作者介绍:

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标签

Revenue

Management,Hospitality

Industry

评论

不管是MHS還是regular students，都要用到的RM讀物。。包含了RM History, Marketing Segmentation, Internal Analysis, Forecasting, Distribution Channels, Value-based Pricing, Resources, Application, etc.
我說妳也忒強大點了吧，也就三百多頁的書，差不多的內容都給妳涉及了。

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书评

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