



## Revenue Management for Hospitality and Tourism (Paperback)

By -

Goodfellow Publishers Limited, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book. Written by leading academic and industry experts actively engaged in revenue management, research and teaching this is a new and original treatment of the whole field for students and professionals. The first part of the book provides academically rigorous challenging and contemporary material to get to the core of the subject and to make the theory and practice lively, relevant and engaging. Throughout this, and the second section, numerous references to past and present good practice are used- giving insight into best practice in cutting-edge companies leading the revenue management agenda in markets all over the world. The second part of the book is authored by a range of academics and practitioners all currently engaged in revenue management practice, balancing the theory with the best overview possible of best real world practice. Drawn from the widest possible range of sectors including hospitality, car rental, airlines, tour operators, restaurants and advertising it gives an unrivalled industry perspective. The book is designed for students at many levels in universities, business schools, schools of tourism and hospitality studying marketing, pricing, distribution, selling and commercial issues in the service...



**READ ONLINE**  
[ 7.1 MB ]

### Reviews

*I actually started reading this publication. It is full of knowledge and wisdom You wont sense monotony at at any time of your respective time (that's what catalogs are for relating to should you check with me).*

-- **Vilma Bayer III**

*The book is fantastic and great. It generally does not expense excessive. Its been designed in an exceptionally easy way and it is simply right after i finished reading through this book by which really changed me, change the way i think.*

-- **Adolfo Lindgren**

## You May Also Like



### Ohio Court Rules 2012, Practice Procedure

Createspace, United States, 2011. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Superseded by 2013 Edition. This title is available, but should be relied upon solely for purposes of historical reference or...



### Ohio Court Rules 2012, Government of Bench Bar

Createspace, United States, 2011. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Superseded by 2013 Edition. This title is available, but should be relied upon solely for purposes of historical reference or...



### God Loves You. Chester Blue

Henry and George Press. Paperback. Book Condition: New. Ursula Andrejczuk (illustrator). Paperback. 140 pages. Dimensions: 8.0in. x 5.2in. x 0.3in.BEAUTIFUL NEW ILLUSTRATIONS BRING THE STORY TO LIFE!A charming book about a mysterious bear that shows up in the right place at just...



### Genuine entrepreneurship education (secondary vocational schools teaching book) 9787040247916(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2008-08-01 Pages: 175 Publisher: Higher Education Basic information title: entrepreneurship education (secondary vocational schools teaching the book) List...



### Tax Practice (2nd edition five-year higher vocational education and the accounting profession teaching the book)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 282 Publisher: Higher Education Pub. Date :2009-01-01 version 2. This book is a five-year vocational teaching accounting profession recommended...



### Genuine kindergarten curriculum theory and practice(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2011-07 Publisher: East China Normal University Press Introduction Jiaxiong. Huang Jin. Li Zhao Cun. Zhang Jie. written by...