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practical. This book offers insights into research, theories, applications and innovations and how to makes these work in different industries. Table of contents (19 chapters)

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Furthermore, revenue management is usually associated with firms that are constrained by capacity or offer a time based product or service such as a round of golf or hotel accommodation.

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This course is for any professionals looking to apply pricing strategy and revenue management techniques to their organisation. It will also be useful to students of economics and business as well as everyday consumers keen to

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