The book was found

Pricing And Revenue Optimization





Synopsis

This is the first comprehensive introduction to the concepts, theories, and applications of pricing and revenue optimization. From the initial success of "yield management" in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But, since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager. With methods proven in the courses taught by the author at Columbia and Stanford Business Schools as well as through his experience as founder of Nomis Solutions, this book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, and advanced undergraduates. In addition, managers will find the practical approach to the issue of pricing and revenue optimization invaluable.Solutions to the end-of-chapter exercises are available to instructors who are using this book in their courses. For access to the solutions manual, please contact marketing@sup.org.

Book Information

Hardcover: 368 pages Publisher: Stanford Business Books; 1 edition (August 5, 2005) Language: English ISBN-10: 0804746982 ISBN-13: 978-0804746984 Product Dimensions: 7 x 1.1 x 10 inches Shipping Weight: 1.8 pounds (View shipping rates and policies) Average Customer Review: 4.1 out of 5 stars Â See all reviews (17 customer reviews) Best Sellers Rank: #66,128 in Books (See Top 100 in Books) #4 in Books > Business & Money > Management & Leadership > Pricing #36 in Books > Business & Money > Processes & Infrastructure > Operations Research #111 in Books > Business & Money > Finance > Corporate Finance

Customer Reviews

Pricing and Revenue Optimization fills the need for a rigorous yet accessible introduction to the field more commonly known as revenue management. The author presents key pricing decisions such as airline revenue management, markdown management, and customized pricing as constrained optimization problems. It is the only broadly accessible consistent treatment of these topics in one

place. The intended audience is MBA and MS level students and managers with solid quantitative backgrounds. Linear programming, probabilistic modeling, and some calculus is used. This book neatly fills the space between the popular treatment in Cross's "Revenue Management" and the much more mathematical "Theory and Practice of Revenue Management" by Talluri and van Ryzin. The book is well written and presents plenty of real-world grounding as well as the necessary mathematics. It is written as a textbook but would also serve for any quantitatively-oriented analyst or manager wanting to know how math models can be used to improve pricing. As a textbook, it is a little short of problems and I would have liked to see chapters on forecasting and price-response estimation. It is the best available introduction to this important topic for the MBA-level student or practitioner.

The author has written this book very well in terms of content, quality and organization. However, he could have added some enhanced topics. For example, how to segment the market into n optimal segments rather than just 2 segments. Unlike other titles, this book has sufficient mathematical treatment of the subject. The book is must for college graduates and professionals who wants to learn the subject of PRO. Finally, it is five star book.

The primary focus are the pricing issues of service providers. There is 1 chapter dealing with retailers and 1 chapter dealing with bidding on contracts. The pricing issues of manufacturers and wholesalers are largely ignored.

I'd read most of this a few years back and had always planned to write a review. Recently bought the kindle edition and enjoyed re-reading many sections. An excellent contribution to management science. It's at the ideal level, technical enough to provide an appreciation for the nuts and bolts, but not so much that one looses the overarching theme/big picture. That makes use of these systems more likely to be adopted, as practical and understandable ideas available to management.

If the porpouse of the Dr. Phillips (I asumme it was), had been explain the concepts in this field, I've no doubt he achieved his objective. Conceptually clear, clearly explained, with many examples, even though most of them refferring to the airline business, gives a claer overview with enough but not much complexity (maths, statistics, etc) to get for anyone with some knowledge in this fields, the book gives the pronciples to understand what Revenue Optimization is, and the different aproaches related with this field.It's not for someone without any knowledge in sciemce, niether for an expert. I encourege Dr Phillips to go a step forward, from the conceptual issues and simple examples, to bring us a second, thord, book, step step by step focused in bring us the tools to for implementation this theme for different Indistries. Recommended !!'Alberto CroquevielleCivil Indistrial EngeneerMBA

OK, I am like you, I heard about the concepts, but I am not touch with academics anymore. I was a math undergrad, I have an MS in engineering and a Wharton MBA, but that was a long time ago. I do remember pricing elasticity concepts, but I have not found such a fascinating topic in a long time. Bob Phillips is doing a fantastic job educating the reader to a complex and theoretical field, yet you will ALL find applications in your industry. I urge you to read the book, and start applying the concepts immediately to your industry. I expect applications way beyond the obvious airline and banking industries. Please learn about PRO (price revenue optimization), and yield management.

Loved the book. I use it at work every day! I would recommend it to anyone in the revenue management field. The only downside is that it does not have a solutions manual for the exercises in the book.

The main strength of this book is that it explains the fundamentals of RM from an economist's perspective. This means that it outlines the value-generating power of RM much more convincingly than a marketing, Operations Research or IT text book could do. And it does so very thoroughly, using mathematics where necessary, but not for the sake of it.Even after fifteen years in RM, I found the clarity of the first chapters refreshing and insightful. I also liked the illustrations and case studies from a variety of concrete business contexts. I found the sections on very airline-specific topics (like overbooking) less valuable, simply because the applicability to other industries is limited, and I generally work in other industries.The book focuses almost exclusively on the logic of RM decision-making; this is absolutely fine, it is an academic text book after all. However, people with the ambition to actually take their company's RM skills to the next level of sophistication will not find much guidance on RM system implementation projects, RM-related processes or issues related to organisation structure and HR management.

Download to continue reading...

Pricing and Revenue Optimization Hybrid Particle Swarm Algorithm for Multiobjective Optimization: Integrating Particle Swarm Optimization with Genetic Algorithms for Multiobjective Optimization Revenue Management and Pricing: Case Studies and Applications Segmentation, Revenue

Management and Pricing Analytics WordPress: A Beginner to Intermediate Guide on Successful Blogging and Search Engine Optimization. (Blogging, SEO, Search Engine Optimization, Free Website, WordPress, WordPress for Dummies) Seo 2017: Search Engine Optimization for 2017. On Page SEO, Off Page SEO, Keywords (SEO Books, Search Engine Optimization 2016) SEO 2017: Search Engine Optimization for 2017. On Page SEO, Off Page SEO, Keywords (SEO Books, Search Engine Optimization 2017) SEO+Clickbank (Search Engine Optimization 2016): Use The Power of Search Engine Optimization 2016+ Clickbank Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's Pricing) Guide: Residential & Remodeling Costs) RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2014 (RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling Costs) The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution The Pricing Journey: The Organizational Transformation Toward Pricing Excellence Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices & Diagnostics Medical Billing Networks and Processes - Profitable and Compliant Revenue Cycle Management in the Internet Age The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue Practice Acceleration! Helping Chiropractors Maximize Patient Volume and Revenue Leverage! How to Maximize Revenue and Work Less Freemium Economics: Leveraging Analytics and User Segmentation to Drive Revenue (The Savvy Manager's Guides)

<u>Dmca</u>