



# Introduction to Revenue Management for the Hospitality Industry: Pearson New International Edition PDF EBook : An Principles and Practices for the Real World

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## Description

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For courses in Introduction to Revenue Management. The first of its kind, this book was written to address the emerging course in Hospitality focused on revenue management. Based on the authors' years of industry experience, this book includes a model for understanding the revenue management process and reveals four basic building blocks to revenue management success. With chapters dedicated to consumer behavior, economic principles, and strategic management, it outlines key processes and stages of revenue management planning. Four unique application chapters tailor concepts to specific segments of the industry and professional profiles help students learn about possibilities within the field. The full text

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# Table of Contents

## 1. An Introduction

Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker 1

---

## 2. A History

Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker 13

## 3. Customer Knowledge and Consumer Behavior

Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker 29

## 4. Market Segmentation and Selection

Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker 45

## 5. Internal Assessment and Competitive Analysis

Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker 65

## 6. Economic Principles and Demand Forecasting

Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker 85

7. Reservations and Channels of Distribution	
Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker	107
8. Dynamic Value-Based Pricing	
Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker	125
9. Channel and Inventory Management	
Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker	151
10. The Revenue Management Team	
Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker	169
11. Strategic Management and Following the RevMAP	
Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker	195
12. Tools, Tactics, and Resources	
Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker	217
13. Legal and Ethical Issues and Potential Bumps in the Road	
Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker	241
Glossary of Terms	
Kimberly A. Tranter/Trevor Stuart-Hill/Juston Parker	255
Index	267



