Preface

Once a hidden weapon in the hands of a restricted selection of incumbent carriers in the North American post-deregulation period of the 1970s, revenue management (RM) developed to a mainstream business practice throughout the service industry.

Companies like Starwood Hotels, Royal Caribbean, Lufthansa, Emirates, Walt Disney Resorts, Avis Rent-a-Car, Maersk, or Thomas Cook attribute strong increases on both the revenue and profit side to RM. Service companies like all major airline operators, hotel chains, railway companies, or car rental companies employ a high number of managers and analysts working on RM. A number of management consulting companies and software developers also have large teams of RM experts. Research on the concepts and applications of RM in the service industry has also been strongly brought forward by both university research and activities of practitioners. In the world's leading business schools, like INSEAD in Europe or Harvard in the USA, one can study both RM and pricing case studies or attend entire courses on this topic.

RM has a similar revenue and profit potential also for manufacturing companies. Despite first applications of RM in manufacturing companies, no book has dealt with the application of RM beyond the service industry. There is also no large-scale quantitative cross-industry, international study of the efficacy of RM in manufacturing and on the profit expectation of companies introducing RM vis–àvis the realized profit impact after its introduction: This gap is closed by this book.

The target audience for the underlying book are both practitioners and researchers. For practitioners, this book serves as a reference and inspiration for extending and adapting existing RM practices to the manufacturing industry. To illustrate the way RM is implemented and it accelerates revenues and profits, the process industry, as relevant application subset of the manufacturing industry, was chosen. For researchers, the book shall demystify limiting the application to the services industry and trigger new research, approaches, and thoughts on how to further develop RM beyond the services industry.

The intention of this volume is not to develop or propose a standard RM solution or approach that should represent the holy grail of how to succeed in the

manufacturing sector. The ambition is rather to trigger with an assessment of how RM is currently applied beyond the service industries new ideas in the readers to find the best solution for the manufacturing case they are dealing with or will be dealing with in the future.

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