

training is needed on the details of the technology (at least at a conceptual level) and how the system “thinks” in terms of coming up with its recommendations. Analysts and line managers need this same training, but they also need specific training in how to use the software effectively and when and when not to override the system recommendations.

Training should also be extended to groups that are not direct users of the system but are affected by it. This includes sales, customer service, pricing, and groups desks.

11.7 Notes and Sources

The standard technical book on market segmentation is Wedel and Kamakura [558]. A few more technical methods for segmentation can be found in Moorthy [389] and Kamakura and Russell [286]. A nontechnical guide to market segmentation is McDonald and Dunbar [371].

Apart from the articles mentioned in the text, surveys on conjoint analysis and implementations can be found in Cattin and Wittink [102], Wittink, Vriens, and Burhenne [574], Wittink and Cattin [573], and Carroll and Green [99]. For applications of conjoint analysis for travel industry product design specifically, see Varini, Engelmann, Claessen and Schleusener [532] and Wind, Green, Schifflet, and Scarbrough [570]. Issues in estimation from conjoint analysis can be found in Green, Goldberg, and Montemayor [223] and Lenk, DeSarbo, Green and Young [339]. In addition, all the conjoint analysis software vendors’ websites carry many articles on both technical and nontechnical aspects of conjoint analysis (e.g., www.sawtoothsoftware.com).

The product design model of Section 11.1.2 is due to Talluri [502]. A history of GDSs, PMSs and CRSs and their operations can be found in Gellman and Fitzgerald [204], Flint [191], Lee [334], and U.S. GAO report [410].

Further details on random number generation, with excellent computer codes, can be found in Press, Teukolsky, Vetterling, and Flannery [429]. Furthermore, there are many excellent books on simulations. We recommend Law and Kelton [331] for an introductory-level text.

Human-resources aspects of a RM implementation can be found in Donaghy and McMahon-Beattie [160, 159], Jones and Hamilton [272], Luciani [350], Peters and Riley [416], and Yeoman and Watson [585].

Discussions on fairness and consumer perceptions can be found in the following articles: Kimes [302], Campbell [98] and Kaufmann, Ort-meyer, and Smith [296]. Besides, the prospect theory of psychology and economics also has relevance on consumer perceptions of price discrimination (Kahneman and Tversky [278]).