- [79] H. D. Block and J. Marschak. Random orderings and stochastic theories of responses. In I. Olkin, editor, *Contributions to Probability and Statistics*. Stanford University Press, California, CA, 1960.
- [80] S. E. Bodily and P. E. Pfeifer. Overbooking decision rules. *Omega*, 20:129–133, 1992.
- [81] C. H. Bohutinsky. The sell-up potential of airline demand. Master's thesis, Flight Transportation Lab, MIT, Cambridge, MA, 1990.
- [82] M. Boiteux. Peak-load pricing. Journal of Business, 33:157-179, 1960.
- [83] S. Bollapragada, H. Cheng, M. Phillips, M. Garbiras, M. Scholes, T. Gibbs, and M. Humphreville. NBC's optimization systems increase revenue and productivity. *Interfaces*, 32:47–60, 2002.
- [84] R. N. Bolton. The relationship between market characteristics and promotional price elasticities. *Marketing Science*, 8:153–169, 1989.
- [85] G. E. P. Box and G. M. Jenkins. *Time Series Analysis: Forecasting and Control.* Holden-Day, Oakland, CA, 1976.
- [86] A. Boyd. Airline alliances. OR/MS Today, 25:28-31, 1998.
- [87] S. Bratu. Network value concept in airline revenue management. Master's thesis, Department of Aeronautics and Astronautics, MIT, Cambridge, MA, 1999.
- [88] W. Brock and J. A. Scheinkman. Price setting supergames with capacity constraints. Review of Economic Studies, 52:371–382, 1985.
- [89] J. K. Brueckner and P. T. Spiller. Competition and mergers in airline networks. *International Journal of Industrial Organization*, 9:323–343, 1991.
- [90] S. L. Brumelle, J. I. McGill, T. H. Oum, K. Sawaki, and M. W. Tretheway. Allocation of airline seat between stochastically dependent demands. *Transportation Science*, 24:183–192, 1990.
- [91] S. L. Brumelle and J. I. McGill. Airline seat allocation with multiple nested fare classes. *Operations Research*, 41:127–137, 1993.
- [92] R. Bruns. Mastering the yield. Hospitality Technology, October 2001.
- [93] J. I. Bulow. Durable-goods monopolists. *Journal of Political Economy*, 90:314–332, 1982.
- [94] J. Bulow and P. Klemperer. Rational frenzies and crashes. *Journal of Political Economy*, 102:1–23, 1994.
- [95] J. Bulow and J. Roberts. The simple economics of optimal auctions. *Journal of Political Economy*, 97:1060–1090, 1989.
- [96] J. Burns. Understanding and maximizing a hotel's electronic distribution options. Hospitality Technology Consulting, 2000.