

- [179] P. S. Fader and J. M. Lattin. Accounting for heterogeneity and nonstationarity in a cross-sectional model of consumer purchase behavior. *Marketing Science*, 12:304–317, 1991.
- [180] L. M. Falkson. Airline overbooking: Some comments. *Journal Transport Economics and Policy*, 3:352–354, 1969.
- [181] A. Farqui, S. Shaffer, J. P. Seiden, S. Black, and J. H. Chamberlin. Customer response to rate options. Technical report, EPRI Palo Alto: EPRI Demand-Side Planning Division, 1991.
- [182] A. Federgruen and H. Groenevelt. The greedy procedure for resource allocation problems: Necessary and sufficient conditions. *Operations Research*, 34:909–918, 1986.
- [183] A. Federgruen and A. Heching. Combined pricing and inventory control under uncertainty. *Operations Research*, 47:454–475, 1999.
- [184] C. L. Fellman. Television advertising—a spot is a spot is a spot—or is it? In *Proceedings of the Fifth IATA Revenue Management Conference and Technical Briefing*, 1993.
- [185] Y. Feng and G. Gallego. Optimal starting times for end-of-season sales and optimal stopping times for promotional fares. *Management Science*, 41:1371–1391, 1995.
- [186] Y. Feng and G. Gallego. Perishable asset revenue management with Markovian time dependent demand intensities. *Management Science*, 46:941–956, 2000.
- [187] Y. Feng and B. Xiao. Maximizing revenue of perishable assets with a risk factor. *Operations Research*, 47:337–341, 1999.
- [188] Y. Feng and B. Xiao. A continuous-time yield management model with multiple prices and reversible price changes. *Management Science*, 46:644–657, 2000.
- [189] Y. Feng and B. Xiao. Optimal policies of yield management with multiple predetermined prices. *Operations Research*, 48:332–343, 2000.
- [190] H. Feyen and C. Hüglin. Data mining to improve forecast accuracy in the airline business. In *Reservations and Yield Management Study Group Annual Meeting Proceedings*, Bangkok, Thailand, 2001. AGIFORS.
- [191] P. Flint. End the CRS oligopoly. *Air Transport World*, 35(4), 1998.
- [192] D. P. Foster and R. V. Vohra. A randomization rule for selecting forecasts. *Operations Research*, 41:704–801, 1993.
- [193] R. Frank, W. Massy, and Y. Wind. *Market Segmentation*. Prentice-Hall, Englewood Cliffs, NJ, 1972.
- [194] S. C. Friend and P. H. Walker. Welcome to the new world of merchandising. *Harvard Business Review*, 79, November 2001.
- [195] D. Fudenberg and J. Tirole. *Game Theory*. MIT Press, Cambridge, MA, 1991.