REFERENCES 699

[468] S. M. Shugan. Editorial: Marketing science, models, monopoly models, and why we need them. *Marketing Science*, 21:223–228, 2002.

- [469] O. Shy. Industrial Organization: Theory and Applications. MIT Press, Cambridge, MA, 1995.
- [470] J. M. Silva-Risso, R. E. Bucklin, and D. G. Morrison. A decision support system for planning manufacturer's sales promotion calendars. *Marketing Science*, 18:274–300, 1999.
- [471] H. Simon. *Price Management*. North-Holland, Amsterdam, The Netherlands, 1989.
- [472] J. L. Simon. An almost practical solution to airline overbooking. *Journal of Transport Economics and Policy*, 2:201–202, 1968.
- [473] J. L. Simon. Airline overbooking: The state of the art—a reply. *Journal Transport Economics and Policy*, 6:255–256, 1972.
- [474] J. L. Simon. The airline oversales auction plan: How it was adopted and how it has fared. In *Fifth IATA Revenue Management Conference*, Montreal, Canada, 1993.
- [475] J. L. Simon. The airline oversales auction plan: The results. *Journal Transport Economics & Policy*, 28:319–323, 1994.
- [476] R. W. Simpson. Using network flow techniques to find shadow prices for market and seat inventory control. Technical Report Memorandum, M89-1, Flight Transportation Laboratory, MIT, Cambridge, MA, 1989.
- [477] B. C. Smith, J. F. Leimkuhler, and R. M. Darrow. Yield management at American Airlines. *Interfaces*, 22:8–31, 1992.
- [478] B. C. Smith and C. W. Penn. Analysis of alternative origin-destination control strategies. In *Proceedings of the Twenty Eighth Annual AGIFORS Symposium*, New Seabury, MA, 1988.
- [479] R. Smith. Revenue management: Hotels, airlines, opera houses hope this tool will help them maximize sales and profits. San *Francisco Chronicle*, May 25, 1999.
- [480] S. A. Smith and D. D. Achabal. Clearance pricing and inventory policies for retail chains. *Management Science*, 44:285–300, 1998.
- [481] S. A. Smith. A linear programming model for real-time pricing of electric power service. *Operations Research*, 41:470–483, 1993.
- [482] J. Sobel. The timing of sales. Review of Economic Studies, LI:353-368, 1984.
- [483] B. Sobie. Freight's yield signs. Air Cargo World, July 2000.
- [484] W. Stadje. A full information pricing problem for the sale of several identical commodities. *Zeitschriftfur Operations Reserach*, 34:161–181, 1990.