

**To Cristina and Uma
for the love and joy,
K.T.**

**To Mary Beth,
Stephanie, Claire and
Andrea with love and
thanks, and to the
memory of my father
John R. van Ryzin,
G.V.**

THE THEORY AND
PRACTICE OF

REVENUE MANAGEMENT

KALYAN T. TALLURI GARRETT J. VAN RYZIN



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KALYAN T. TALLURI

Department of Economics and Business
Universitat Pompeu Fabra
Barcelona

GARRETT J. VAN RYZIN

Graduate School of Business
Columbia University
New York

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