Contents

Preface	X
Acknowledgn	nentsxii
Chapter 1	What Is Revenue Management and Why Is It Important?1
Chapter 2	Origins and Applications of Revenue Management11
Chapter 3	Introduction to Financial Analysis of Revenue Management Decisions
Chapter 4	Setting Prices: An Overview
Chapter 5	Revenue Management Techniques51
Chapter 6	Customer Reactions to Revenue Management Techniques
Chapter 7	Additional Tools for Analysis of Revenue Management Decisions
Chapter 8	Revenue Management and Capacity Analysis91
Chapter 9	Revenue Management and the Theory of Constraints 103
Chapter 10	Relating Revenue Management to Customer Value119
Chapter 11	Are Your Customers Profitable?
Chapter 12	Making Revenue Management Decisions135
Chapter 13	Emerging Issues in Revenue Management
Notes	155
References	161
Index	167