



## Revenue Management and Pricing: Case Studies and Applications

*By Ian Yeoman, Una McMahon-Beattie*

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Companies that are better at fulfilling customer needs make better returns. In the current state of the world economy and cutthroat competition, the essence for survival is to create more customer value as perceived by your customers relative to your competitors. From the foreword by EJ Kreiken, KLM Royal Dutch Airlines Revenue Management & Pricing treats revenue management and pricing as a practical subject and demonstrates best practice throughout the tourism and hospitality industries by the extensive use of case material.

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#### About the Author

Ian Yeoman, Napier University, UK. Una McMahon-Beattie, University of Ulster, UK.

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