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Chapter 15 Pricing and the Revenue Management

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his article is based on a chapter of the book Pricing and Revenue Optimizationby Robert Phillips, who contends that profit-based pricing is relatively new to the financial services industry; after explaining its success in other industries, he provides 10 key elements of a successful profit-based loan-pricing model. Pricing and Revenue Optimization

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and the tools of constrained optimization-- the two main building blocks of revenue optimization systems.

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Pricing and Revenue Management Driving Profit

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Basic price optimization

total revenue minus total incremental cost from sales. The key elements of the optimization problem is: the price-response function and the incremental cost of sales. In this lecture we will formulate and solve the pricing and revenue optimization problem for a single product in a single market without supply constraints.

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Pricing and Revenue Optimization by Robert L Phillips

Some of the issues involved in developing and teaching an MBA course in pricing and revenue optimization have been treated in articles by Peter Bell (2004) and myself (Phillips 2004). The primary audience for this book is students at the MBA, masters, or undergraduate level.

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Why Are Prices Set the Way They Are Oxford Handbooks

He is the former CEO of Talus Solutions and of Decision Focus Incorporated and author of the widely used textbook Pricing and Revenue Optimization. Dr. Phillips has served as a lecturer at the Stanford University Graduate School of Business and has published in many journals.

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Pricing and Revenue Optimization by Robert L Phillips

The author goes through various Pricing techniques and revenue optimization. The airline industry is really complex, even though they might use PRO, it is hard to make consistent revenues every year. If you want to understand the basic pricing and revenue optimization techniques, this is a great book.

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Price optimization Wikipedia

Price optimization is the use of mathematical analysis by a company to determine how customers will respond to different prices for its products and services through different channels. It is also used to determine the prices that the company determines will best meet its objectives such as maximizing operating profit. The data used in price optimization can include survey data, operating

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Pricing and Revenue Management Cornell University

The Theory and Practice of Revenue Management by Talluri and van Ryzin This book collects most of the main revenue management results as of the mid 2000s, as well as a nice summary of the applications of RM in various industries. Two other nice references for the material are: Pricing and Revenue Optimization by Robert Phillips

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Optimal Pricing and Seat Allocation in Airline Industry

Cote et al. (2003)- Mathematical optimization approach for integrated seat allocation and pricing in airline industry. Bi-level mathematical optimization model is presented for joint determination of fare pricing and seat allocation The customer demand is considered price insensitive and the model is non dynamic

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ORIE 4154 Revenue Optimization and Marketplace Design

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Revenue Management Fall 2006 Supply Chain Pricing

Revenue Management Fall 2006 Lecturer Joern Meissner, PhD (Columbia Business School) Pricing and revenue optimization or revenue management as it is also called focuses on Phillips, Robert: Pricing and Revenue Optimization, Stanford University Press 2005.

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