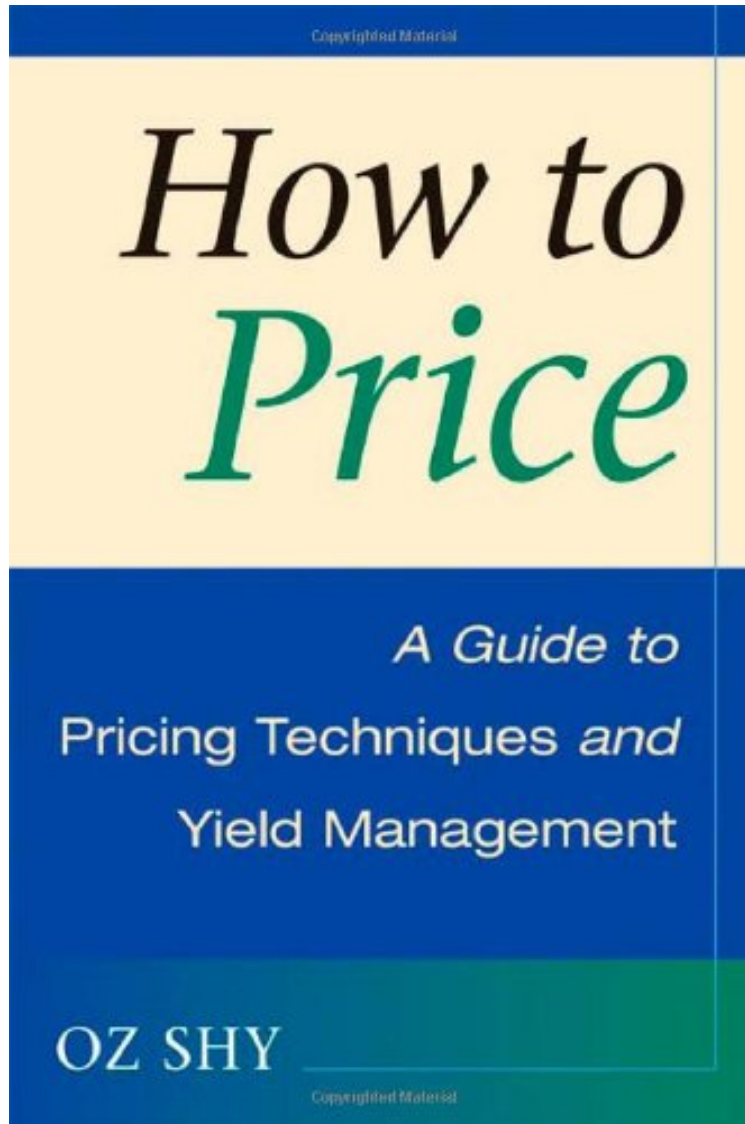


[Free download] How to Price: A Guide to Pricing Techniques and Yield Management

# How to Price: A Guide to Pricing Techniques and Yield Management

*Oz Shy*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#2061951 in eBooks 2008-01-14 2008-01-14 File Name: B001EHE1KI | File size: 32.Mb

**Oz Shy : How to Price: A Guide to Pricing Techniques and Yield Management** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Price: A Guide to Pricing Techniques and Yield Management:

Over the past four decades, business and academic economists, operations researchers, marketing scientists, and

consulting firms have increased their interest and research on pricing and revenue management. This book introduces the reader to a wide variety of research results on pricing techniques in a unified, systematic way and at varying levels of difficulty. The book contains a large number of exercises and solutions and therefore can serve as a main or supplementary course textbook, as well as a reference guidebook for pricing consultants, managers, industrial engineers, and writers of pricing software applications. Despite a moderate technical orientation, the book is accessible to readers with a limited knowledge in these fields as well as to readers who have had more training in economics.