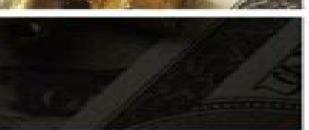


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Michael Baker

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Segmentation, Revenue Management and Pricing Analytics Tudor Bodea, Mark Ferguson, 2014-03-21 The practices of revenue management and pricing analytics have transformed the transportation and hospitality industries and are increasingly important in industries as diverse as retail telecommunications banking health care and manufacturing Segmentation Revenue Management and Pricing Analytics guides students and professionals on how to identify and exploit revenue management and pricing opportunities in different business contexts Bodea and Ferguson introduce concepts and quantitative methods for improving profit through capacity allocation and pricing Whereas most marketing textbooks cover more traditional qualitative methods for determining customer segments and prices this book uses historical sales data with mathematical optimization to make those decisions With hands on practice and a fundamental understanding of some of the most common analytical models readers will be able to make smarter business decisions and higher profits This book will be a useful and enlightening read for MBA students in pricing and revenue management marketing and service operations

Pricing Analytics Walter R. Paczkowski,2018-06-27 The theme of this book is simple The price the number someone puts on a product to help consumers decide to buy that product comes from data Specifically itcomes from statistically modeling the data This book gives the reader the statistical modeling tools needed to get the number to put on a product But statistical modeling is not done in a vacuum Economic and statistical principles and theory conjointly provide the background and framework for the models Therefore this book emphasizes two interlocking components of modeling economic theory and statistical principles The economic theory component is sufficient to provide understanding of the basic principles for pricing especially about elasticities which measure the effects of pricing on key business metrics Elasticity estimation is the goal of statistical modeling so attention is paid to the concept and implications of elasticities The statistical modeling component is

advanced and detailed covering choice conjoint discrete choice MaxDiff and sales data modeling Experimental design principles model estimation approaches and analysis methods are discussed and developed for choice models Regression fundamentals have been developed for sales model specification and estimation and expanded for latent class analysis

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edition of Innovation in Pricing builds on the success of the first examining the ways in which pricing innovation can drive profits through cutting edge academic research and best practice case studies from leading academics business practitioners and consultants in pricing The second edition has been fully revised and updated according to the latest developments in pricing with revisions to all chapters new chapters including a chapter on business model and pricing model innovation a new introduction that makes explicit just what strategic pricing can do for your organization This book is the only book dedicated to innovation in pricing and is an essential read for business executives innovation managers and pricing managers wishing to treat innovation in pricing as seriously as they treat product service or business model innovation It is also valuable supplementary reading for advanced students of marketing and sales

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