



Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World, An

By Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker

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Addressing an emerging course in hospitality management, this one-of-a-kind book outlines the basic elements of the revenue management process and the keys to effective revenue management planning. Using the Rev MAP model as a guiding framework, it shows how to develop, implement, and evaluate a strategic management process. Professional profiles highlight key issues and career paths, while application chapters relate material to each segment of the hospitality industry. A final chapter looks at trends and forecasts the future evolution of this important new field.

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- Sales Rank: #879322 in Books
- Published on: 2008-01-24
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x .70" w x 6.90" l, 1.00 pounds
- Binding: Paperback
- 352 pages

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