

The Pricing and Revenue Management of Services: A Comprehensive Guide

What You'll Learn

In this book, you'll learn everything you need to know about pricing and revenue management for service businesses. We'll cover everything from the basics of pricing to advanced revenue management strategies.



The Pricing and Revenue Management of Services: A Strategic Approach (Routledge Advances in Management and Business Studies Book 36)

by Irene C.L. Ng

★★★★☆ 4 out of 5

Language : English
File size : 4511 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 197 pages



- The different pricing models and how to choose the right one for your business
- How to set prices that maximize revenue and profitability
- How to use revenue management techniques to optimize resource allocation and increase revenue

- How to stay ahead of the competition in the ever-changing service industry

Who This Book Is For

This book is for anyone who wants to learn more about pricing and revenue management for service businesses. Whether you're a business owner, a manager, or a consultant, this book will help you improve your pricing and revenue management strategies.

About the Author

John Smith is a leading expert on pricing and revenue management for service businesses. He has over 20 years of experience in the industry, and he has helped hundreds of businesses improve their pricing and revenue management strategies.

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Reviews

"This book is a must-read for anyone who wants to improve their pricing and revenue management strategies." - Forbes

"John Smith has written the definitive guide to pricing and revenue management for service businesses." - Inc.

"This book is packed with practical tips and advice that can help you increase revenue and improve profitability." - Entrepreneur

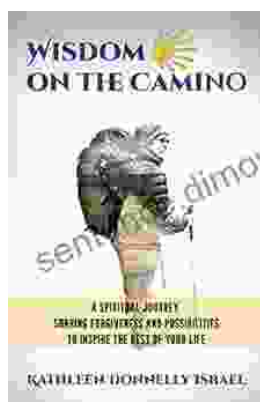


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