



Revenue Management: Hard-Core Tactics for Market Domination

By Robert G. Cross

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From the man the *Wall Street Journal* hailed as "the guru of Revenue Management" comes revolutionary ways to recover from the after effects of downsizing and refocus your business on growth.

Whatever happened to growth? In *Revenue Management*, Robert G. Cross answers this question with his ground-breaking approach to revitalizing businesses: focusing on the revenue side of the ledger instead of the cost side. The antithesis of slash-and-burn methods that left companies with empty profits and dissatisfied stockholders, *Revenue Management* overturns conventional thinking on marketing strategies and offers the key to initiating and sustaining growth.

Using case studies from a variety of industries, small businesses, and nonprofit organizations, Cross describes no-tech, low-tech, and high-tech methods that managers can use to increase revenue without increasing products or promotions; predict consumer behavior; tap into new markets; and deliver products and services to customers effectively and efficiently. His proven tactics will help any business dramatically improve its bottom line by meeting the challenge of matching supply with demand.

From the Trade Paperback edition.

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Editorial Review

From Library Journal

Everyone has encountered revenue management, although most don't know it by that term. Revenue management is timing price increases or discounts to boost profits. Airlines, for instance, often use special fares to fill otherwise vacant seats. The author founded a consulting business that maximizes the corporate income of his clients by using complex computer models to determine the best pricing systems. Cross, as reader, provides a clear presentation. He offers useful examples of how revenue management deals with supply and demand issues, although at times he seems to be using his platform to drum up business. This marketing topic is a bit technical, but even small businesses would benefit from the author's ideas.

Recommended for medium to large public libraries. ?Mark Guyer, Stark Cty. Dist. Lib., Canton, Ohio

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From Booklist

Corporate downsizing does not work. Cost cutting and reengineering do not restore the luster of lost profits to once financially sound U.S. corporations. On the basis of his years at Delta Airlines and consulting gigs in the travel and tourism industry, Cross frames a new way for marketers to generate monies by posing the question of how to maximize revenues on each and every sale. True to the consultant mind-set, he does not give away the exact formula and answers to his query; instead, readers will evaluate case studies and lists and concepts to prove to themselves the worth of revenue management (RM). Perhaps the best-known success is American Airlines, which, thanks to its crusty CEO's intuition and perspicacity, pioneered the idea of "all fares--and customers--are not created equal." Will Cross' ideas play in Peoria? Watch the business media be filled soon with news and views of this latest profit-producing strategy. *Barbara Jacobs*

Review

What Business Leaders Say About *Revenue Management*:

"Revenue Management is the single most important technical development in transportation management since we entered the era of airline deregulation in 1979. This is not a one-time benefit. We expect *Revenue Management* to generate at least \$500 million annually for the foreseeable future."

--Robert Crandall, Chairman and CEO, American Airlines

"Revenue Management has contributed millions to the bottom line, and it has educated our people to manage their business more effectively. When you focus on the bottom line, your company grows."

--Bill Marriott Jr., Chairman and CEO, Marriott International

"When you talk about *Revenue Management*, people like the concept, but they have no idea how to effectuate the concept. There's a market out there for *Revenue Management* that's just unbelievable!"

--Herb Kelleher, Chairman and CEO, Southwest Airlines, Inc.

Users Review

From reader reviews:

Traci Farris:

Information is provisions for anyone to get better life, information presently can get by anyone on everywhere. The information can be a expertise or any news even a concern. What people must be consider any time those information which is inside former life are challenging be find than now could be taking seriously which one is acceptable to believe or which one typically the resource are convinced. If you have the unstable resource then you have it as your main information we will see huge disadvantage for you. All those possibilities will not happen throughout you if you take Revenue Management: Hard-Core Tactics for Market Domination as the daily resource information.

Rachel Louviere:

Is it you actually who having spare time subsequently spend it whole day through watching television programs or just resting on the bed? Do you need something new? This Revenue Management: Hard-Core Tactics for Market Domination can be the reply, oh how comes? A book you know. You are and so out of date, spending your extra time by reading in this brand new era is common not a nerd activity. So what these books have than the others?

Virginia Benoit:

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Mary Varnum:

That guide can make you to feel relax. This specific book Revenue Management: Hard-Core Tactics for Market Domination was colorful and of course has pictures on there. As we know that book Revenue Management: Hard-Core Tactics for Market Domination has many kinds or style. Start from kids until teenagers. For example Naruto or Detective Conan you can read and think that you are the character on there. So , not at all of book are make you bored, any it makes you feel happy, fun and rest. Try to choose the best book in your case and try to like reading this.

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