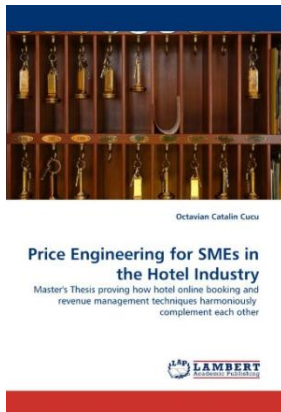


## Find eBook

# PRICE ENGINEERING FOR SMES IN THE HOTEL INDUSTRY



LAP Lambert Acad. Publ. Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 222x149x10 mm. Neuware - The advent of the Internet era changed the way business is conducted, especially in the hotel industry. The existent literature argues that the online booking revolution diminishes the effectiveness of traditional revenue management systems (Schwartz, 2008). The present paper shows that, on the contrary, online booking and revenue management perfectly complement each other. In particular, light algorithms are used to construct a pricing policy which...

## Read PDF Price Engineering for SMEs in the Hotel Industry

- Authored by Octavian Catalin Cucu
- Released at 2011



Filesize: 8.45 MB

## Reviews

*This publication can be well worth a study, and far better than other. Better then never, though i am quite late in start reading this one. Its been printed in an exceedingly simple way and it is only soon after i finished reading through this book in which really transformed me, alter the way in my opinion.*

-- **Miss Alisa Toy**

*This is the very best ebook i have got study until now. This is for those who statte there had not been a worth reading. You can expect to like the way the writer write this book.*

-- **Jeffrey Ritchie**

*Absolutely among the best publication I have at any time go through. It is definitely basic but shocks from the 50 % of the book. I discovered this book from my i and dad advised this publication to find out.*

-- **Solon Pacocha**