

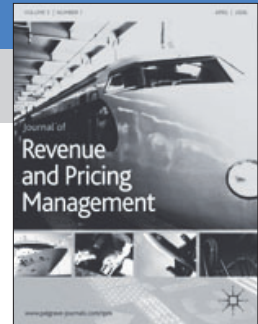
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Aims and Scope:

Journal of Revenue & Pricing Management serves and reflects the tremendous growth in research and practices of revenue management and pricing, which has come about as a result of the growing appreciation of the subject.

Revenue management (RM), also known as Yield Management (YM), is a management activity that marries the diverse disciplines of operations research/management science, statistics, economics, human resource management, software development, marketing, economics, e-commerce, consumer behaviour and consulting to manage demand for a firm's products or services with the goal of profit maximisation.

Readership

The Journal is essential reading for senior professionals in private and public sector organisations and academic observers in universities and business schools - including: Heads of Revenue Management; Heads of Yield Management; Directors of Pricing; Heads of Marketing; Chief Operating Officers; Commercial Directors; Directors of Sales; Directors of Operations; Heads of Research; Pricing Consultants; Professors; Lecturers.

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