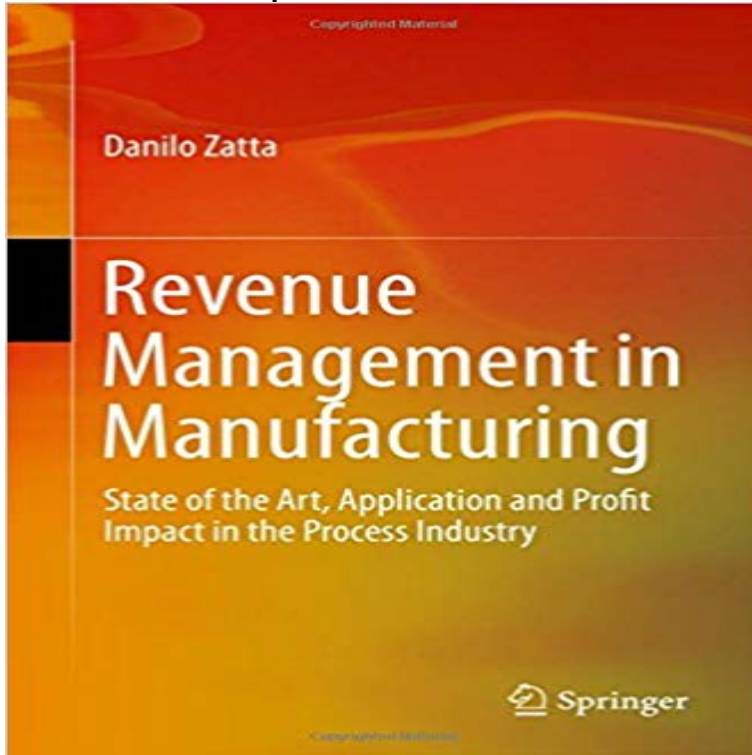


Revenue Management in Manufacturing: State of the Art, Application and Profit Impact in the Process Industry



This book focuses on the application of revenue management in the manufacturing industry. Though previous books have extensively studied the application of revenue management in the service industry, little attention has been paid to its application in manufacturing, despite the fact that applying it in this context can be highly profitable and instrumental to corporate success. With this work, the author demonstrates that the manufacturing industry also fulfills the prerequisites for the application of revenue management. The book includes a summary of empirical studies that effectively illustrate how revenue management is currently being applied across Europe and North America, and what the profit potential is.

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