



Revenue Management for Service Organizations (Paperback)

By Paul Rouse, William Maguire, Julie Harrison

Business Expert Press, United States, 2012. Paperback. Condition: New. Reprint. Language: English . Brand New Book ***** Print on Demand *****.Revenue management is concerned with maximizing revenue flows while controlling costs and offers a new framework for locating conventional management accounting concepts and methods, in combination with notions of yield management, pricing and process management. The revenue objective provides a unifying goal for the aforementioned concepts and methods that are especially suitable for service organizations where revenue considerations are inextricably linked to the activities performed. This book places revenue management at the forefront of management accounting with cost management and performance measurement in supporting roles. Revenue management introduces new ideas such as yield management, while uniting previously disparate subjects such as project management, capacity costing, and the theory of constraints. Methods of pricing and their associated strategies are included as well as techniques for segmenting consumer markets. Our focus is predominantly on service organizations such as airlines, hotels, restaurants, cinemas, as well as professional service firms such as auditors, lawyers and architects. Most service organizations are different from traditional manufacturing in that services cannot usually be stored as inventory and are critically dependent on the quality of service delivery. In...



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