



Revenue Management: A Path to Increased Profits (Paperback)

By Ronald J. Huefner

Business Expert Press, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This book will present the topic of revenue management from a managerial accounting and financial management perspective. Its audience includes finance and accounting executives and managers, CPAs and consultants, and MBA and EMBA students and faculty interested in managerial accounting and financial management. It adds a field of parallel interest to the well-established field of cost management. The topic is important as individuals in the above-mentioned audience need to analyze revenue management decisions from an accounting/finance perspective. Thus, an accounting/finance dimension is added to the existing marketing, modeling, and industry-specific literatures.



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