Revenue Management with Flexible Products: Models and Methods for the Broadcasting Industry (Lecture Notes in Economics and Mathematical Systems)

Michael Müller-Bungart

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This book analyzes revenue management (RM) problems with flexible products and RM in broadcasting companies. It presents models and methods that explicitly take the implications of flexibility into account. In addition, it contains descriptions of algorithms to generate stochastic demand data streams for general RM problems. To help readers with their own simulation studies, it provides an implementation as a Microsoft Windows executable file.

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