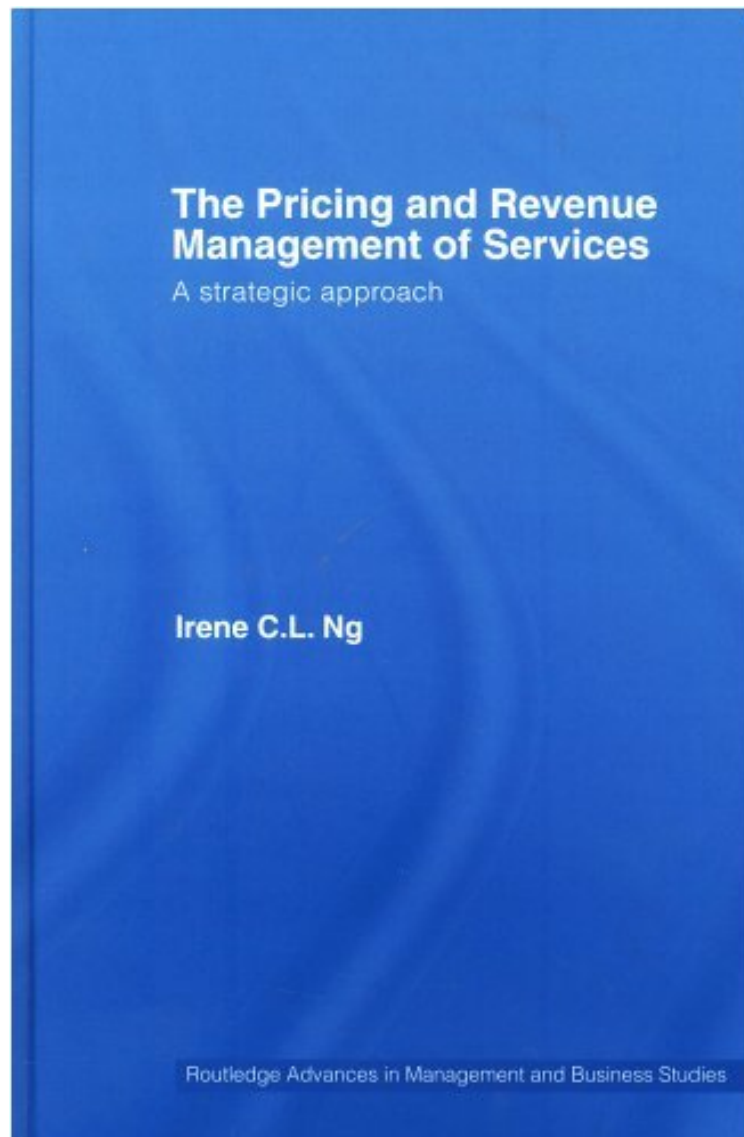


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Irene C.L. Ng

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In a world of changing lifestyles brought about by new services, technology and e-commerce, this book enters the arena of contemporary research with particular topicality. Integrating both theory and real world practices, Ng advances the latest concepts in pricing and revenue management for services in a language that is useful, prescriptive and yet thought-provoking. The first part of the book discusses the buyer as an individual, presenting the concepts behind what motivates purchase and the role of price within the motivation. The second part discusses the buyer in aggregate, investigating advanced demand, price discrimination and segmentation in service. Ng's aim is to offer a strategic guide to increase revenue in services, drawing from various disciplines, whilst maintaining a strong marketing slant. Grounding the book on actual research in services, Ng is keen to highlight how the concepts and theories of pricing strategy can be combined and applied practically in a way that is easy to read and stimulating. This book will be of much interest to professionals and academics alike, specifically for managers in the service industry and as a text for executive training programmes. It would also be a useful supplementary text for students engaged with marketing and revenue and operations management in services.