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Ian Yeoman is the founding editor of the Journal of Revenue and Pricing Management and author/editor of several books on Revenue Management including Yield Management: Strategies for the Service Industries and Revenue Management & Pricing.

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It's about knowing your market segment, how much they will pay, when they will purchase and what distribution they will use. <BR>

<BR>Pricing is about deciding your market position whereas revenue management is the strategic and tactical decisions firms take in order to optimize revenues and profits.

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Pricing is about deciding your market position, i.e. premium or low cost, whereas revenue management is the strategic and tactical decisions firms take in order to optimize revenues and profits. Furthermore, revenue management is usually associated with firms that are

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constrained by  
capacity or offer a time  
based product or  
service such as a round  
of golf or hotel  
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