

Revenue Management

- Anticiper l'offre et la demande
- Optimiser les prix

**Yield
Management**

Patrick LEGOHÉREL
Elisabeth POUTIER

Préface de
Bernard HOYAUX

Revenue Management Optimisation Des Ventes Dans Les Services Optimisation Des Ventes Dans Les Services Marketing

PT Brinkman

Revenue Management Optimisation Des Ventes Dans Les Services Optimisation Des Ventes Dans Les Services Marketing:

Revenue Management Patrick Legohérel,Elisabeth Poutier,2017-02-08 Ne vous tes vous jamais demand dans un avion ou dans un train pourquoi votre voisin avait pay moins cher que vous Ce livre explique le m canisme complexe de la prise de d cision commerciale et pr sente la fonction Revenue Management qui allie diff rents aspects du marketing management segmentation pricing distribution d autres probl matiques optimisation du chiffre d affaires gestion des capacit s et des volumes de vente analyse du budget R solument concret l ouvrage offre une vision compl te et op rationnelle de la fonction Revenue Management Le Revenue Management s applique aujourd hui toutes les activit s de services espaces publicitaires h tellerie transports location de voiture ou de bureau salles de spectacle Enti rement revue et mise jour cette 2e dition s enrichit de cas d entreprise et avis d expert

Manuel pratique pour optimiser la rentabilit de votre structure h telier

Éric-Martial Oniano,2019-03-14 Du fait de la crise qu a connue la C te d Ivoire en 2002 le secteur du tourisme et son parc h telier sont en berne Pour d velopper cette activit qui pourrait s av rer florissante ce manuel clair et didactique propose d laborer une strat gie pour rendre un h tel rentable en optimisant notamment les marges b n ficiaires afin d en assainir la gestion l aide d un exemple concret l h tel fictif Bon S jour Ziriwa la premi re tape sera de d gager les atouts d un tel tablissement et ses diff rentes missions Tous les services sont revus en d tail et doivent galement s adapter l environnement proche ou tistique Une fois cette tude faite il convient de r fl chir l optimisation des marges b n ficiaires et de mettre en place des outils ad quats tels que la programmation lin aire et la programmation dynamique Avec l ensemble des donn es collect es le manuel propose alors de cr er un mod le sp cifique tenant compte des facteurs internes et externes de l h tel

Cahier

d'activit s de marketing en fiches Nathalie Houver,2022-10-25 La sp cificit de cet ouvrage repose sur la r solution de jeux en lien avec les th matiques marketing de chaque chapitre Ces applications ludiques sont propos es sous forme de mots crois s de mots magiques de QCM et quelques applications d entraînement compl mentaires

Marketing business to business

Philippe Malaval,Christophe Bénaroya,2009 **Marketing du tourisme - 4e éd.** Isabelle Frochot,Patrick Legohérel,2018-04-25 Le tourisme premier secteur d activit en France s est profond ment professionnalis et structur jusqu s lever au rang d industrie Cette 4e dition expose l ensemble des techniques marketing et e marketing appliqu es la conception et la commercialisation des produits touristiques l environnement et les tendances le processus de choix du consommateur le marketing exp rientiel le marketing relationnel et les r seaux sociaux les strat gies marketing avec un approfondissement sur la tarification revenue yield management les notions d image et de communication R solument concret nourri de cas d entreprises ce livre de r f rence s adresse tous les acteurs priv s et publics intervenant dans la production de prestations touristiques ou dans la gestion de destinations ainsi qu aux tudiants qui pourront appr hender l tendue des outils et des techniques leur disposition

L'encyclop die du marketing Jean-Marc Lehu,2012-06-14 Ma trisez le marketing

rapidement et facilement l aide de toutes les d finitions comment es et illustr es n cessaires En plus de la traduction anglaise du terme L encyclop die du marketing offre des commentaires de scientifiques experts du marketing des r f rences l gales et r glementaires aux textes essentiels des tableaux et des sch mas pour une vision claire des notions complexes des exemples illustratifs des concepts cl s expliqu s des corr lats th matiques pour circuler plus ais ment dans l encyclop die et enrichir son vocabulaire L encyclop die du marketing est un outil pratique pour les professionnels comme pour les tudiants qui souhaitent d crypter et s approprier la terminologie marketing Elle regroupe 4 000 d finitions de mots et de concepts cl s 1 450 sources bibliographiques scientifiques class es 400 illustrations publicitaires du monde entier r f renc es 200 mod les marketing expliqu s Bonus Un lexique additionnel des termes et sigles media **Stratégies - 3e éd** Raymond-Alain Thietart,Jean-Marc Xuereb,Jérôme Barthélemy,Carole Donada,Gilles van Wijk,2015-08-19 Comment d velopper une strat gie efficace au long cours dans un monde en constante volution Comment adapter des m thodes qui ne fonctionnent plus et anticiper les r ussites de demain Cet ouvrage offre une vue synth tique et critique de l ensemble des d marches techniques et m thodes utilis es par les entreprises pour formuler et mettre en oeuvre leur strat gie En seize chapitres il aborde les domaines suivants le r le du dirigeant les processus de formation de la strat gie l analyse de l environnement concurrentiel et du contexte g n ral le choix des options strat giques et le positionnement les sources de l avantage concurrentiel la gestion des acquisitions fusions alliances et partenariats les d cisions d externalisation ou d int gration le management de l innovation la gestion du changement et la prise en compte du risque les moyens organisationnels Cette 3e dition enti rement refondue et renouvel e est enrichie de nombreuses illustrations et exemples r cents permettant au lecteur de faire le lien entre les concepts pr sent s et la r alit des affaires

Le management et le pilotage des quipes commerciales en schémas Anouk Marissa,2025-06-17 Ce manuel propose une approche originale en sch mas pour faciliter la compr hension et la m morisation des notions essentielles du management et pilotage des quipes commerciales Chaque notion est ainsi envisag e selon deux angles pr sent s en face face le cours traditionnel en page de gauche sur les notions fondamentales des sch mas explicatifs en page de droite pour une meilleure visualisation des notions Tr s didactique ce manuel de management et pilotage des quipes commerciales explore ainsi la fonction commerciale les diff rents m tiers les comp tences les missions les styles de management les comp tences et attitudes attendues les outils de motivation les aspects li s au recrutement de commerciaux leur r mun ration le pilotage des quipes commerciales objectifs tableaux de bord etc **Le Marketing du tourisme - 2e éd.** Christine Petr,2015-09-02 Quelles strat gies de communication stimulent le d sir de vacances Quels sont les crit res qui d terminent le choix d une destination Comment faciliter la concr tisation d une envie en une r servation ferme Cet ouvrage synth tique apporte une vision d ensemble des probl matiques marketing et r pond aux probl matiques sp cifiques de chaque type d op rateur dans le domaine du tourisme responsable de destinateur transporteur voyagiste Cette 2e dition enti rement revue et mise jour int gre les derni res nouveaut s li es au digital et lconomie collaborative Airbnb

couchsurfing qui n cessitent de revoir les business models De nouveaux exemples sont galement propos s **Connaissance et idéation** Pierre Saulais,2022-07-01 Le monde qui nous entoure nous submerge de donn es chaque jour davantage Pourtant nombreux sont les d fis relever pour en affronter la complexit notamment pour y discerner l essentiel de l accessoire exploiter la qualit et non la quantit explorer la profondeur de nos connaissances et en faire jaillir de fa on raisonn e des id es efficaces mettre en action Synth se d une triple exp rience industrielle p dagogique et acad mique Connaissance et id ation pr sente de nombreux concepts comme l objet de connaissances d mat rialis le patrimoine intellectuel inventif le potentiel inventif l id ation fond e sur la connaissance etc Cet ouvrage d veloppe et d crit des applications sous forme d tudes de cas tout en proposant des prospections

Marketing stratégique et opérationnel - 9e éd. Jean-Jacques Lambin,Chantal de Moerloose,2016-06-29 Cet ouvrage propose un traitement complet de la mise en oeuvre de la d marche marketing du marketing strat gique et du marketing op rationnel Le marketing strat gique porte sur la r flexion situ e en amont du processus de mise en march et identifie les options et le positionnement Le marketing op rationnel est charg de la mise en ouvre des options strat giques retenues en s appuyant sur les 4P Il est le compl ment indispensable de la r flexion strat gique Cette 9e dition confirme son approche originale fond e sur le concept d orientation march Enti rement restructur e et mise jour elle vise une simplification du propos et met particuli rement l accent sur la dimension digitale et son impact sur le marketing

Magic marketing ! Philippe Villemus,2014-07-02 Le marketing classique qui ne parvient plus assurer la croissance des entreprises est mort Ce livre dresse les principes d actions d un nouveau marketing magique plus ambitieux et original qui cr e communique et fournit de la valeur des cibles en r alisant du profi t et en respectant la plan te les personnes et l thique Dans un monde en plein basculement technologique social et culturel les entreprises doivent plus que jamais se focaliser sur l originalit conqu rante l anticipation et l invention des concepts de demain Elles doivent valoriser l enchantement par la communaut de marque la cr ation de juste valeur la confiance sur le Net l intimit client et l innovation ouverte et collective En s appuyant sur de tr s nombreux exemples ce livre invite tous les dirigeants et managers pas seulement les marketeurs ou directeurs g n raux ainsi que les enseignants et consultants changer les modes de pens e l organisation et les profi ls de ceux qui ont la charge de faire cro tre les entreprises Un livre percutant solidement argument et indispensable ceux qui r vent de croissance

Management des organisations touristiques : 1re et 2e années Michel Monereau,2008-04 **Le marketing et la communication en tourisme, hôtellerie et restauration** Sylvain Audet,2022-08-23 L industrie touristique est un secteur en constante volution On n a qu penser aux r centes exp riences offertes aux visiteurs ou aux nouvelles plateformes de communication qu utilisent les PME touristiques Ce livre pr sente pas une d marche compl te pour r aliser un plan de marketing et de communication en tourisme en h tellerie et en restauration Un plan de marketing doit s articuler autour de simples questions auxquelles tout propri taire gestionnaire ou responsable du marketing et des communications d une PME touristique est tenu de r pondre Que veulent les visiteurs

comme expérience touristique Qu'est-ce que l'entreprise peut offrir comme expérience touristique pour répondre aux besoins et aux attentes des visiteurs Quels sont les moyens pour informer les visiteurs de l'expérience touristique offerte par l'entreprise Comment se préparer à recevoir les visiteurs et faire le suivi des efforts de marketing et de communication Ces questions regroupent d'une façon unique les différents concepts et approches utilisés en marketing et communication touristique Ce livre s'adresse aux propriétaires et gestionnaires de PME touristiques et aux étudiants en tourisme en hôtellerie en restauration et en marketing **CUSTOMER RELATIONSHIP MANAGEMENT** ALOK KUMAR RAI, 2012-12-05 This thoroughly revised and enlarged edition brings to light the latest developments taking place in the area of Customer Relationship Management CRM and focuses on current CRM practices of various service industries This edition is organised into five parts containing 19 chapters Part I focuses on making the readers aware of the conceptual and literary developments and also on the strategic implementation of the concepts Part II discusses the research aspects of CRM Part III deals with the applications of information technologies in CRM Part IV provides the various newer and emerging concepts in CRM Finally Part V analyses the CRM applications in various sectors industries and companies Primarily intended as a textbook for the students of Management the book would prove to be an invaluable asset for professionals in service industries New to This Edition Includes five new chapters namely Research Techniques and Methods in Customer Relationship Management Customer Satisfaction Customer Loyalty Service Quality and Service Recovery Management along with several additions of new text and revisions of the existing text Provides latest advancements in CRM to keep the students abreast of these developments Gives as many as 16 Case Studies with critical analysis of different industries to help the readers understand the subject Covers a number of illustrations to elucidate the concepts discussed Gives Project Assignment in each chapter **Praximarket : les mille mots clés pour maîtriser le marketing** Jean-Marc Lehu, 1995-12-31T23:00:00+01:00 Le marketing vole vers l'universalisation Un nombre croissant de professionnels étudiants et de chercheurs de tous horizons pratiquent quotidiennement cette discipline Son évolution constante rendait nécessaire la constitution d'une véritable boîte à outils contenant l'ensemble des termes, notions et concepts du marketing Praximarket rassemble les 1 000 mots clés permettant de maîtriser le marketing Il recouvre aussi bien les domaines de la recherche des études ou du marketing stratégique que les activités propres telles que la production la distribution la vente ou la communication Chaque mot est accompagné de sa traduction anglaise et d'une définition claire complète si nécessaire par des schémas des graphiques et des citations de spécialistes reconnus sur le sujet Ces définitions renvoient à d'autres termes susceptibles d'être enrichis Deux index français anglais et anglais français facilitent l'accès aux différents termes tandis qu'une bibliographie de plus de 2 500 titres classés par genre permet à chacun d'approfondir ses connaissances Praximarket a été sélectionné par l'ADETEM il peut ainsi prétendre à devenir une référence dans son domaine **Marketing du sport** Michel Desbordes, André Richelieu, 2018-04-24 L'ouvrage fait le point sur les dernières recherches dans le domaine en matière de

gestion de la marque d v nementiel sportif et de management des enceintes sportives **Marketing management : information, communication et stratégies** Mohamed Moustafa Al Hassael,2011 Comment d velopper une strat gie marketing Pourquoi et comment se cr er de nouveaux produits Quel public cibler et comment l atteindre Le marketing couvre ce domaine la fois myst rieux et magique o se rencontrent consommateur et produit fournisseur et acheteur succ s commercial et financier Soit l alchimie parfaite entre conomie et sciences humaines Tout ce qu il faut savoir et bien plus de A Z Du recueil d informations sur le terrain et de l analyse de donn es au lancement du produit passant en revue les techniques statistiques des tris crois s l analyse conjointe des analyses factorielle et corr lative l analyse discriminante Marketing management d Al Hassael M M est une v ritable bible en la mati re Reposant sur un index clair et pr cis donnant une vision exhaustive et pratique des tudes de march elle s adresse aussi bien aux professionnels qu aux tudiants **Le Yield management**

Sylvain Daudel,Georges Vialle,1989-01-01T00:00:00+01:00 N des bouleversements qui depuis 1980 ont suivi la d r glementation a rienne aux tats Unis le yield management s impose comme un syst me d optimisation de la gestion des capacits d un site d exploitation de services flotte a rienne h tel bateau de croisi re soci t de location de voitures agence de travail temporaire etc la diff rence du marketing classique qui stimule la demande le yield management s efforce de la contrer Il utilise des m thodes d analyse de risque et int gre des concepts micro conomiques en se fondant sur une tarification diff rentielle Il modifie le r le du prix variable d terminante en marketing classique et le transforme en variable discriminante L influence du yield management ne se limite pas seulement l optimisation des revenus court terme mais s exerce galement sur la gestion des op rations et sur la politique d investissement long terme l aube de la d r gulation europ enne le yield management se r v le comme la nouvelle arme strat gique des entreprises soucieuses d accro tre leur comp titivit sur des march s de moins en moins captifs *Le grand livre du marketing* Jean-Marie Ducreux,2012-01-26 La d marche marketing assure qui la connaît p rennit croissance et rentabilit Il est donc essentiel d en ma triser les fondamentaux A l heure d Internet et de la d mat rialisation de l information cet ouvrage permet d identifier les invariants de la r ussite Ancr dans la r alit d aujourd hui ce guide complet offre une approche p dagogique illustr e par de nombreux exemples et plus de 200 figures Conna tre pour comprendre Rassemblez le maximum d informations sur le march les clients la concurrence les tendances et la dynamique du march et organisez ces informations de mani re a ce qu elles soient utilisables et utilis es Positionner pour durer Apprenez comment d finir un positionnement strat gique rentable et durable et d terminez le mod le conomique qui l accompagne Concevoir pour convaincre D couvrez comment concr tiser votre positionnement en organisant les diff rentes composantes de votre offre produits services prix communication distribution avec pertinence et coh rence D ployer pour r ussir Sachez mobiliser l ensemble de vos ressources pour vous implanter durablement sur le march et utilisez les indicateurs adapt s vos besoins

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