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Pricing for Strategic Managers Gábor Rekettye,Jonathan Liu,Pál Danyi,2025-10-26 While all company executives know the importance of pricing their knowledge about how to make sound pricing decisions is in most cases incomplete Environmental changes such as COVID 19 worldwide inflation and regional wars have given the pricing function significantly more attention while there have been technological developments in digitalisation and artificial intelligence This textbook tackles these changes head on providing an up to date discussion on the theory and practice of pricing Offering modern relevant practical examples exercises and solutions readers will gain a thorough and critical understanding of pricing in a digital world Whilst grounded in theory this book also offers practical tips and techniques that can be applied in local and international businesses This book helps business students and company executives to deepen their knowledge of smart pricing

Contemporary Marketing Strategy Rajagopal,2025-09-30 This book offers knowledge and skills about developing market centric and competition oriented models and illustrates the power of consumers in managing sensitive market interventions through marketing mix strategies innovation and technology applications for competitive markets This updated edition discusses applied marketing concepts in real life situations incorporating new insights on the role of technology in marketing with a particular emphasis on AI and machine learning while also addressing topics related to consumer privacy and data protection It will serve as a valuable resource for researchers interested in marketing in the digital age

The Role of Artificial Intelligence in the Tourism and Hospitality Sector Maria Jesus Jerez-Jerez,Claudia Sevilla-Sevilla,Lidia Aguiar-Castillo,2025-06-05 This timely expert led book brings together the latest academic and practitioner insights on AI technology within the hospitality and tourism industries The disruptive nature of AI is captured in a logically structured and accessible way with global case studies covering the latest technological developments in AI via a wide range of detailed real world examples designed to help the reader understand how this complex subject area is applied in industry Topics covered include privacy concerns AI in hotels personalisation of the guest experience travel planning virtual assistants and recommendation systems sustainability blockchain AR VR IoT smart destinations and big data analytics amongst others Chapters also include insights on governmental policies environmental sustainability social change and how these impact and interact with AI technologies within the context of tourism and hospitality This volume is of pivotal interest to students scholars and academics in the fields of tourism hospitality business management human geography social sciences and sustainability as well as those with an interest in AI technology more generally

AI Trends ,1988-10 *American Machinist* ,1921 **AI Magazine** ,1995 **U.S. Industrial Outlook** ,1989

PC AI ,2000 *Electrical Supply Year Book* Western Electric Company,1918 Dairymen's Price Reporter ,1930
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