



Analiza Ceny: Narzędzia i Wdrożenie w Excelu

Indeks: 737765 Producent: Routledge

Cena: 227.28 zł

Opis

Essentials of Pricing Analytics: Tools and Implementation with Excel

Producent: Routledge

Sekcja 1: Opis produktu

Tytuł: Essentials of Pricing Analytics: Tools and Implementation with Excel Producent: Routledge- Temat: BUSINESS & ECONOMICS / Corporate Finance / General, BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS / Money & Monetary Policy, BUSINESS & ECONOMICS / Production & Operations Management, BUSINESS & ECONOMICS / Sales & Selling / Management, BUSINESS & ECONOMICS / Strategic Planning, Business & Economics/Corporate Finance - General, Business & Economics/Marketing - General, Business & Economics/Money & Monetary Policy, Business & Economics/Production & Operations Management, Business & Economics/Sales & Selling - Management, Business & Economics/Strategic Planning, Economics, Sales and marketing, Production and quality control management, Business strategy, Sales and marketing management, Sales & marketing, Production & quality control management, Sales & marketing management, BUSINESS & ECONOMICS / Strategic Planning, BUSINESS & ECONOMICS, Strategic Planning, BUSINESS & ECONOMICS / Money & Monetary Policy, Money & Monetary Policy, BUSINESS & ECONOMICS / Sales & Selling / Management, Sales & Selling, Management, BUSINESS & ECONOMICS / General, General, BUSINESS & ECONOMICS / Corporate Finance / General, Corporate Finance, BUSINESS & ECONOMICS / Marketing / General, Marketing, BUSINESS & ECONOMICS / Production & Operations Management, Production & Operations Management, Price Response Function;Vice Versa;pricing;Variable Unit Costs;pricing analytics;RP;analytics;Fixed Costs;Excel;Demanded Quantity;pricing tools;NOK;pricing implementation;Optimal Price;price theory;Pricing Decisions;pricing theory;Sales Curve;price optimisation;Scatter Plot;price optimization;Low RP;big data analytics;Sales Change;revenue management;Fundamental pricing theory;Conjoint Analysis;Analytical tools;Consumer Surplus;Pricing strategy;Capacity Constraints;Total Contribution Margin;Excel software;Alt;Contribution Margin;High Reservation Prices;Hedonic Price Model;WTP Distribution;Total Profit;Fare Class, Production & quality control management, Sales & marketing, Sales & marketing management, Business strategy, Economics, Production and quality control management, Sales and marketing, Sales and marketing management- Wiążący: paperback- Język: english, english, english- Waga przedmiotu: 460 grams- Strony: 280- Słowo kluczowe tematu: Business/Economics, Non-Fiction, Price Response Function;Vice Versa;pricing;Variable Unit Costs;pricing analytics;RP;analytics;Fixed Costs;Excel;Demanded Quantity;pricing tools;NOK;pricing implementation;Optimal Price;price theory;Pricing Decisions;pricing theory;Sales Curve;price optimisation;Scatter Plot;price optimization;Low RP;Sales Change;revenue management;Fundamental pricing theory;Conjoint Analysis;Analytical tools;Consumer Surplus;Pricing strategy;Capacity Constraints;Total Contribution Margin;Excel software;Alt;Contribution Margin;High Reservation Prices;Hedonic Price Model;WTP Distribution;Total Profit;Fare Class, TEXT, analytics; big data analytics; Excel; price optimisation; price optimization; price theory; pricing; pricing analytics; pricing implementation; pricing theory; pricing tools; revenue management; Analytical tools; Fundamental pricing theory; Pricing strategy; Price Response Function; Vice Versa; Variable Unit Costs; RP; Fixed Costs; Demanded Quantity; NOK; Optimal Price; Pricing Decisions; Sales Curve; Scatter Plot; Low RP; Sales Change; Conjoint Analysis; Consumer Surplus- Marka: Routledge- Kod podmiotu: KJC, KC, KJMV5,

KJS, KJMV7, BUS017000, BUS000000, BUS043000, BUS045000, BUS087000, BUS058010, BUS063000, BUS017000, BUS043000, BUS045000, BUS087000, BUS058010, BUS063000, KJMV5, KJS, KJMV7- Grupa docelowa: Tertiary education, Professional and scholarly- Liczba przedmiotów: 1- Waga opakowania przedmiotu: 0.59 kilograms- Wydanie: 1- Producent: Routledge- Tytuł serii: Mastering Business Analytics- Gatunek muzyczny: Economics, Sales and marketing, Production and quality control management, Business strategy, Sales and marketing management, Economics, Sales & marketing, Production & quality control management, Business strategy, Sales & marketing management, BUSINESS & ECONOMICS, Strategic Planning, BUSINESS & ECONOMICS, Money & Monetary Policy, BUSINESS & ECONOMICS, Sales & Selling, Management, BUSINESS & ECONOMICS, General, BUSINESS & ECONOMICS, Corporate Finance, General, BUSINESS & ECONOMICS, Marketing, General, BUSINESS & ECONOMICS, Production & Operations Management- Data publikacji: 2020-11-30T00:00:01Z- Numer wydania: 1- Nazwa przedmiotu: Essentials of Pricing Analytics: Tools and Implementation with Excel

Sekcja 2: Opis szczegółowy

- **temat:** BUSINESS & ECONOMICS / Corporate Finance / General, BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS / Money & Monetary Policy, BUSINESS & ECONOMICS / Production & Operations Management, BUSINESS & ECONOMICS / Sales & Selling / Management, BUSINESS & ECONOMICS / Strategic Planning, Business & Economics/Corporate Finance - General, Business & Economics/Marketing - General, Business & Economics/Money & Monetary Policy, Business & Economics/Production & Operations Management, Business & Economics/Sales & Selling - Management, Business & Economics/Strategic Planning, Economics, Sales and marketing, Production and quality control management, Business strategy, Sales and marketing management, Sales & marketing, Production & quality control management, Sales & marketing management, BUSINESS & ECONOMICS / Strategic Planning, BUSINESS & ECONOMICS, Strategic Planning, BUSINESS & ECONOMICS / Money & Monetary Policy, Money & Monetary Policy, BUSINESS & ECONOMICS / Sales & Selling / Management, Sales & Selling, Management, BUSINESS & ECONOMICS / General, General, BUSINESS & ECONOMICS / Corporate Finance / General, Corporate Finance, BUSINESS & ECONOMICS / Marketing / General, Marketing, BUSINESS & ECONOMICS / Production & Operations Management, Production & Operations Management, Price Response Function;Vice Versa;pricing;Variable Unit Costs;pricing analytics;RP;analytics;Fixed Costs;Excel;Demanded Quantity;pricing tools;NOK;pricing implementation;Optimal Price;price theory;Pricing Decisions;pricing theory;Sales Curve;price optimisation;Scatter Plot;price optimization;Low RP;big data analytics;Sales Change;revenue management;Fundamental pricing theory;Conjoint Analysis;Analytical tools;Consumer Surplus;Pricing strategy;Capacity Constraints;Total Contribution Margin;Excel software;Alt;Contribution Margin;High Reservation Prices;Hedonic Price Model;WTP Distribution;Total Profit;Fare Class, Production & quality control management, Sales & marketing, Sales & marketing management, Business strategy, Economics, Production and quality control management, Sales and marketing, Sales and marketing management
- **wiążący:** paperback
- **język:** english, english, english
- **waga przedmiotu:** 460 grams
- **strony:** 280
- **słowo kluczowe tematu:** Business/Economics, Non-Fiction, Price Response Function;Vice Versa;pricing;Variable Unit Costs;pricing analytics;RP;analytics;Fixed Costs;Excel;Demanded Quantity;pricing tools;NOK;pricing implementation;Optimal Price;price theory;Pricing Decisions;pricing theory;Sales Curve;price optimisation;Scatter Plot;price optimization;Low RP;big data analytics;Sales Change;revenue management;Fundamental pricing theory;Conjoint Analysis;Analytical tools;Consumer Surplus;Pricing strategy;Capacity Constraints;Total Contribution Margin;Excel software;Alt;Contribution Margin;High Reservation Prices;Hedonic Price Model;WTP Distribution;Total Profit;Fare Class, TEXT, analytics; big data analytics; Excel; price optimisation; price optimization; price theory; pricing; pricing analytics; pricing implementation; pricing theory; pricing tools; revenue management; Analytical tools; Fundamental pricing theory; Pricing strategy; Price Response Function; Vice Versa; Variable Unit Costs; RP; Fixed Costs; Demanded Quantity; NOK; Optimal Price; Pricing Decisions; Sales Curve; Scatter Plot; Low RP; Sales Change; Conjoint Analysis; Consumer Surplus
- **marka:** Routledge
- **kod podmiotu:** KJC, KC, KJMV5, KJS, KJMV7, BUS017000, BUS000000, BUS043000, BUS045000, BUS087000,

BUS058010, BUS063000, BUS017000, BUS043000, BUS045000, BUS087000, BUS058010, BUS063000, KJMV5, KJS, KJMV7

- **grupa docelowa:** Tertiary education, Professional and scholarly
- **Liczba przedmiotów:** 1
- **waga opakowania przedmiotu:** 0.59 kilograms
- **wydanie:** 1
- **producent:** Routledge
- **tytuł serii:** Mastering Business Analytics
- **zewnętrznie przypisany identyfikator produktu:** 9780367363239, 09780367363239
- **autor:** Haugom, Erik
- **gatunek muzyczny:** Economics, Sales and marketing, Production and quality control management, Business strategy, Sales and marketing management, Economics, Sales & marketing, Production & quality control management, Business strategy, Sales & marketing management, BUSINESS & ECONOMICS, Strategic Planning, BUSINESS & ECONOMICS, Money & Monetary Policy, BUSINESS & ECONOMICS, Sales & Selling, Management, BUSINESS & ECONOMICS, General, BUSINESS & ECONOMICS, Corporate Finance, General, BUSINESS & ECONOMICS, Marketing, General, BUSINESS & ECONOMICS, Production & Operations Management
- **Data publikacji:** 2020-11-30T00:00:01Z
- **numer wydania:** 1
- **nazwa przedmiotu:** Essentials of Pricing Analytics: Tools and Implementation with Excel
- **data premiery:** 2020-11-30T00:00:01Z
- **data uruchomienia strony produktu:** 2020-11-18T02:07:01.194Z

Parametry

Wydanie	1
Język	polski
Wydawnictwo	Routledge
Typ oprawy	miękka

Zdjęcia

