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Dynamic list pricing (DLP) belongs to the broad field of revenue management (RM), a practice that emerged more than three decades ago in the airline industry, and since then has been expanding into other business areas such as hospitality, car rental, retailing, and financial services.

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The book covers the fundamental principles of pricing, such as price theory in economics, models of consumer demand, game theory, and behavioural issues in pricing, as well as specific pricing tactics such as customized pricing, nonlinear pricing, dynamic pricing, sales promotions, markdown management, revenue management, and auction pricing.

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