

# Theory And Practice Of Revenue Management The International Series In Operations Research Amp Management Science

[#revenue management](#) [#operations research](#) [#management science](#) [#pricing strategies](#) [#yield management](#)

This comprehensive resource explores the essential theory and practical applications of revenue management, offering critical insights for optimizing business performance. As a vital part of The International Series in Operations Research & Management Science, it provides advanced knowledge for academics and practitioners focused on strategic decision-making and resource allocation.

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## The Theory and Practice of Revenue Management

Revenue management (RM) has emerged as one of the most important new business practices in recent times. This book is the first comprehensive reference book to be published in the field of RM. It unifies the field, drawing from industry sources as well as relevant research from disparate disciplines, as well as documenting industry practices and implementation details. Successful hardcover version published in April 2004.

## Revenue Management

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. This book offers insights into research, theories, applications and innovations and how to make these work in different industries.

## The Pricing and Revenue Management of Services

In a world of changing lifestyles brought about by new services, technology and e-commerce, this book enters the arena of contemporary research with particular topicality. Integrating both theory and real world practices, Ng advances the latest concepts in pricing and revenue management for services in a language that is useful, prescriptive and yet

## Pricing and Revenue Optimization

Written for MBA students and practitioners, this book is a comprehensive introduction to the theory and application of pricing and revenue optimization.

## Management Science

Monograph on scientific management - covers automation, cybernetics, computers, managers, operational research, simulation, etc.

## The Palgrave Handbook of Operations Research

Operations Research (OR) is a fast-evolving field, which is having a significant impact on its neighbouring disciplines of Business Analytics and Data Science, and on contemporary business and management practices. This handbook provides a comprehensive and cutting edge collection of studies in the area. Views differ on what should be included within the scope of OR. The editors of this volume have taken the view that an inclusive stance is the most helpful, both for theory and practice. Real-world problems often require consideration from both 'softer' and 'harder' perspectives and need consideration of both predictive and prescriptive problems. In accordance with this inclusive approach to OR, the book is divided into six parts, covering Discrete Optimization, Continuous Optimization, Heuristic Search Optimization, Forecasting, Simulation and Prediction, Problem Structuring and Behavioural OR, and finally some recent OR Applications. This wide-ranging handbook includes a culturally diverse collection of authors, with different perspectives and backgrounds around Operations Research. It will be of tremendous value to researchers, students and practitioners in the field of OR

## Encyclopedia of Operations Research and Management Science

Operations Research: 1934-1941," 35, 1, 143-152; "British The goal of the Encyclopedia of Operations Research and Operational Research in World War II," 35, 3, 453-470; Management Science is to provide to decision makers and "U. S. Operations Research in World War II," 35, 6, 910-925; problem solvers in business, industry, government and and the 1984 article by Harold Lardner that appeared in academia a comprehensive overview of the wide range of Operations Research: "The Origin of Operational Research," ideas, methodologies, and synergistic forces that combine to 32, 2, 465-475. form the preeminent decision-aiding fields of operations research and management science (OR/MS). To this end, we The Encyclopedia contains no entries that define the fields enlisted a distinguished international group of academics of operations research and management science. OR and MS and practitioners to contribute articles on subjects for are often equated to one another. If one defines them by the which they are renowned. methodologies they employ, the equation would probably The editors, working with the Encyclopedia's Editorial stand inspection. If one defines them by their historical Advisory Board, surveyed and divided OR/MS into specific developments and the classes of problems they encompass, topics that collectively encompass the foundations, applica the equation becomes fuzzy. The formalism OR grew out of tions, and emerging elements of this ever-changing field. We the operational problems of the British and U. s. military also wanted to establish the close associations that OR/MS efforts in World War II.

## Wiley Encyclopedia of Operations Research and Management Science, 8 Volume Set

The Encyclopedia received the 2011 RUSA Award for Outstanding Business Reference Source AN UNPARALLELED UNDERTAKING The Wiley Encyclopedia of Operations Research and Management Science is the first multi-volume encyclopedia devoted to advancing the areas of operations research and management science. The Encyclopedia is available online and in print. The Encyclopedia was honored with the distinction of an "Outstanding Business Reference Source" by the Reference and User Services Association DETAILED AND AUTHORITATIVE Designed to be a mainstay for students and professionals alike, the Encyclopedia features four types of articles at varying levels written by diverse, international contributors. Introductory articles provide a broad and moderately technical treatment of core topics. Advanced articles review key areas of research in a citation-rich format similar to that of leading review journals. Technical articles provide more detailed discussions of key concepts addressed in related articles. Case Studies/Historical Interludes present successful and/or interesting examples of operations research and management science methodology in practical or historical contexts. KEY FEATURES OF THE ENCYCLOPEDIA Offers the only cohesive multi-volume reference devoted to operations research and management science theory, methodology, and applications Includes over

600 articles with contributions from over 1,000 authors from 45 countries. Features an Editorial Board comprised of experts in the field who have vast experience in academia, industry, and government. Designed to make the content useful and accessible to the widest possible readership. Provides practical tools to maximize benefits and minimize cost and risk.

### Total Revenue Management (TRM)

This book explores total revenue management (TRM), an emerging concept in revenue management that incorporates existing principles and tools of revenue management across all profit streams. It is a professional's guide to using TRM in an optimal and innovative manner to gain competitive advantage. Readers will gain comprehensive insights into the strategies, tools and principles of TRM including existing and emerging revenue streams across the value chain. The author offers a transparent and holistic explanation of pricing strategies, segmentation methods and distribution principles which enable implementation of TRM in organizations.

### International Series in Operations Research & Management Science

This textbook is comprised of detailed case studies covering challenging real world applications of OR techniques. Among the overall goals of the book is to provide readers with descriptions of the history and other background information on a variety of industries, service or other organizations in which decision making is an important component of their daily operations. The book considers all methods of optimum decision making in order to improve performances. It also compares possible solutions obtained by different approaches, concluding with a recommendation of the best among them for implementation. By exposing students to a variety of applications in a variety of areas and explaining how they can be modeled and solved, the book helps students develop the skills needed for modeling and solving problems that they may face in the workplace. Each chapter of "Case Studies in Operations Research: Applications of Optimal Decision Making" also includes additional data provided on the book's website on Springer.com. These files contain a brief description of the area of application, the problem and the required outputs. Also provided are links to access all the data in the problem. Finally there are project exercises for students to practice what they have learnt in the chapter, which can also be used by instructors as project assignments in their courses.

### Applied Operations Research and Management Science

Textbook on the fundamentals of operational research - includes theory, models, related mathematics and decision making applications, and covers linear programming, network analysis, computer simulations, probability distribution, etc. References.

### Case Studies in Operations Research

"There is no strategic investment that has a higher return than investing in good pricing, and the text by Gallego and Topaloglu provides the best technical treatment of pricing strategy and tactics available." Preston McAfee, the J. Stanley Johnson Professor, California Institute of Technology and Chief Economist and Corp VP, Microsoft. "The book by Gallego and Topaloglu provides a fresh, up to date and in depth treatment of revenue management and pricing. It fills an important gap as it covers not only traditional revenue management topics also new and important topics such as revenue management under customer choice as well as pricing under competition and online learning. The book can be used for different audiences that range from advanced undergraduate students to masters and PhD students. It provides an in depth treatment covering recent state of the art topics in an interesting and innovative way. I highly recommend it". Professor Georgia Perakis, the William F. Pounds Professor of Operations Research and Operations Management at the Sloan School of Management, Massachusetts Institute of Technology, Cambridge, Massachusetts. "This book is an important and timely addition to the pricing analytics literature by two authors who have made major contributions to the field. It covers traditional revenue management as well as assortment optimization and dynamic pricing. The comprehensive treatment of choice models in each application is particularly welcome. It is mathematically rigorous but accessible to students at the advanced undergraduate or graduate levels with a rich set of exercises at the end of each chapter. This book is highly recommended for Masters or PhD level courses on the topic and is a necessity for researchers with an interest in the field." Robert L. Phillips, Amazon "This book, written by two of the leading researchers in the area, brings together in one place most of the recent research on revenue management and pricing analytics. New industries (ride sharing, cloud computing, restaurants) and new developments in the airline and hotel industries make

this book very timely and relevant, and will serve as a critical reference for researchers." Professor Kalyan Talluri, the Munjal Chair in Global Business and Operations, Imperial College, London, UK. "At last, a serious and comprehensive treatment of modern revenue management and assortment optimization integrated with choice modeling. In this book, Gallego and Topaloglu provide the underlying model derivations together with a wide range of applications and examples; all of these facets will better equip students for handling real-world problems. For mathematically inclined researchers and practitioners, it will doubtless prove to be thought-provoking and an invaluable reference."--Richard Ratliff.

### Principles of Operations Research

This is the only cohesive multi-volume major reference resource devoted to the field of operations research/management science theory, methodology, and applications. Featuring contributors from across the globe, it is organized alphabetically and contains four levels of articles (Introductory, Advanced, Technical, and Case Studies/Historical Interludes) designed to make its content useful and accessible to the widest possible readership. With its broad and carefully structured coverage of mathematical theory, algorithms, modeling, and application issues, this work is the first port-of-call for academic researchers and advanced students as well as for operations research/management science professionals looking for timely, authoritative information in this field.

### Revenue Management and Pricing Analytics

Drawn from a conference honoring Gerald L. Thompson, the pioneer of operations research, this volume brings together some of the latest writings of major figures in the field. The volume is divided into four parts: the first part reviews the career and significance of Thompson, the second concentrates on linear and nonlinear optimization, the third looks at network and integer programming, and the fourth provides examples of applications-oriented research in manufacturing. This volume will be an invaluable resource for all scholars and researchers involved in theory and methodology in operations research and management science.

### Wiley Encyclopedia of Operations Research and Management Science, Volume Five

Profiles in Operations Research: Pioneers and Innovators recounts the development of the field of Operations Research (OR), the science of decision making. The book traces the development of OR from its military origins to a mature discipline that is recognized worldwide for its contributions to managerial planning and complex global operations. Over the past six decades, OR analyses have impacted our daily lives: when making an airline or hotel reservation, waiting in line at a bank, getting the correctly blended fuel at the gas station, and ensuring that the book you are holding arrived at its destination on time. OR originated in the late 1930s when British scientists from various disciplines joined Royal Air Force officers to determine the most effective way to employ new radar technology for intercepting enemy aircraft. During World War II, similar applied research groups were formed to study, test, and evaluate military operations on both sides of the Atlantic. Their work resulted in great improvements—OR helped the Allies win the war. The scientific field that emerged from these studies was called operational research in the U.K. and operations research in the U.S. Today, OR provides a broad and powerful science to aid decision making. Profiles describes the lives and contributions of 43 OR pioneers and innovators and relates how these individuals, with varying backgrounds and diverse interests, were drawn to the nascent field of OR. The profiles also describe how OR techniques and applications expanded considerably beyond the military context to find new domains in business and industry. In addition to their scientific contributions, these profiles capture the life stories of the individuals—interwoven with personal tales, vivid vignettes, family backgrounds, and views of the mission and future of OR. Collectively, the profiles recount the fascinating story of the growth and development of a field enriched by the convergence of different disciplines. The Editors: Arjang A. Assad is Dean of the School of Management, University at Buffalo, State University of New York. Saul I. Gass is Professor Emeritus, Department of Decision, Operations & Information Technologies, Smith School of Business, University of Maryland, College Park. From the Reviews Profiles In Operations Research: Pioneers and Innovators. Book Review by Nigel Cummings: U.K. OR Society's e-journal, Inside OR., Sept 2011. "I can thoroughly recommend this book. I found it both enlightening and undeniably gripping, so much so in fact, you may find it difficult to put it down once you have commenced reading it. Arjang A. Assad and Saul I. Gass have created a masterwork which will serve to immortalise [sic] the pioneers

of O.R. for many years to come." \*For a list of all known typos, plus further discussion on the book, please visit <http://profilesinoperationsresearch.com>.

## Operations Research

Addressing an emerging course in Revenue Management, this textbook covers the basic quantitative models in revenue management (RM) and price optimization. RM has grown out of Operations Research, and is now at the forefront of the pricing innovation. The text introduces the reader to the key concepts in RM practices, such as the capacity control and overbooking, and presents important prescriptive analytics models for pricing strategy. Numerous examples help the reader to understand the concepts and apply the models, in order to improve business decisions and gain competitive advantages. These examples illustrate the industrial applications of RM, e.g., airline, hotels, and car rental. The presentation of this textbook offers the right balance between theoretical and practical aspects of the field.

## Profiles in Operations Research

While many business schools are teaching Global Operations Strategy with self-made teaching materials, there are no such textbooks. Combining practical approaches with detailed theoretical underpinnings, this book provides theories, tools, frameworks, and techniques for global operations strategy, and brings real world perspectives to students and managers. Each chapter includes definition of key terms, introduction of fundamental theories, several short case examples, one long new case to explain the associated theories, and recommended further reading.

## Revenue Optimization Models

This textbook provides a basic understanding of the revenue management process. It distinguishes between tactical and strategic revenue management, addresses the proper use and importance of revenue management in hospitality operations, and describes a wide range of elements that must be considered in order to use revenue management effectively.

## Global Operations Strategy

This third edition of the classic textbook in Optimization has been fully revised and updated. It comprehensively covers modern theoretical insights in this crucial computing area, and will be required reading for analysts and operations researchers in a variety of fields. The book connects the purely analytical character of an optimization problem, and the behavior of algorithms used to solve it. Now, the third edition has been completely updated with recent Optimization Methods. The book also has a new co-author, Yinyu Ye of California's Stanford University, who has written lots of extra material including some on Interior Point Methods.

## Wiley Encyclopedia of Operations Research and Management Science

This comprehensive edited volume is the first of its kind, designed to serve as a textbook for long-duration business analytics programs. It can also be used as a guide to the field by practitioners. The book has contributions from experts in top universities and industry. The editors have taken extreme care to ensure continuity across the chapters. The material is organized into three parts: A) Tools, B) Models and C) Applications. In Part A, the tools used by business analysts are described in detail. In Part B, these tools are applied to construct models used to solve business problems. Part C contains detailed applications in various functional areas of business and several case studies. Supporting material can be found in the appendices that develop the pre-requisites for the main text. Every chapter has a business orientation. Typically, each chapter begins with the description of business problems that are transformed into data questions; and methodology is developed to solve these questions. Data analysis is conducted using widely used software, the output and results are clearly explained at each stage of development. These are finally transformed into a business solution. The companion website provides examples, data sets and sample code for each chapter.

## Revenue Management

As the business environment continues to rapidly change, Dan Reid and Nada Sanders have developed an integrated approach that makes the introductory OM course accessible and engaging for all business majors. Beyond providing a solid foundation, this course covers emerging topics like Artificial

Intelligence, Robotics, Data Analytics, and Sustainability and gives equal time to strategic and tactical decisions in both service and manufacturing organizations.

#### Dissertation Abstracts International

This book aims to demonstrate and detail the pervasive nature of Discrete Optimization. The handbook couples the difficult, critical-thinking aspects of mathematical modeling with the hot area of discrete optimization. It is done with an academic treatment outlining the state-of-the-art for researchers across the domains of the Computer Science, Math Programming, Applied Mathematics, Engineering, and Operations Research. The book utilizes the tools of mathematical modeling, optimization, and integer programming to solve a broad range of modern problems.

#### Linear and Nonlinear Programming

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

#### Essentials of Business Analytics

This proceedings book is divided in 2 Volumes and 8 Parts. Part I is dedicated to Decision Support System, which is about the information system that supports business or organizational decision-making activities; Part II is on Computing Methodology, which is always used to provide the most effective algorithm for numerical solutions of various modeling problems; Part III presents Information Technology, which is the application of computers to store, study, retrieve, transmit and manipulate data, or information in the context of a business or other enterprise; Part IV is dedicated to Data Analysis, which is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making; Part V presents papers on Operational Management, which is about the plan, organization, implementation and control of the operation process; Part VI is on Project Management, which is about the initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria at the specified time in the field of engineering; Part VII presents Green Supply Chain, which is about the management of the flow of goods and services based on the concept of "low-carbon"; Part VIII is focused on Industry Strategy Management, which refers to the decision-making and management art of an industry or organization in a long-term and long-term development direction, objectives, tasks and policies, as well as resource allocation.

#### Operations Management

Offering an up-to-date account of systems theories and its applications, this book provides a different way of resolving problems and addressing challenges in a swift and practical way, without losing overview and not having a grip on the details. From this perspective, it offers a different way of thinking in order to incorporate different perspectives and to consider multiple aspects of any given problem. Drawing examples from a wide range of disciplines, it also presents worked cases to illustrate the principles. The multidisciplinary perspective and the formal approach to modelling of systems and processes of 'Applied Systems Theory' makes it suitable for managers, engineers, students, researchers, academics and professionals from a wide range of disciplines; they can use this 'toolbox' for describing, analysing and designing biological, engineering and organisational systems as well as getting a better understanding of societal problems.

#### Handbook on Modelling for Discrete Optimization

This book focuses on real time management of distribution systems, integrating the latest results in system design, algorithm development and system implementation to capture the state-of-the art research and application trends. The book important topics such as goods dispatching, couriers, rescue and repair services, taxi cab services, and more. The book includes real-life case studies that describe the solution to actual distribution problems by combining systemic and algorithmic approaches.

## Popular Mechanics

A multidisciplinary book on performance measurement that will appeal to students, researchers and managers.

## Proceedings of the Twelfth International Conference on Management Science and Engineering Management

This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

## Applied Systems Theory

Herbert Simon's classic work on artificial intelligence in the expanded and updated third edition from 1996, with a new introduction by John E. Laird. Herbert Simon's classic and influential *The Sciences of the Artificial* declares definitively that there can be a science not only of natural phenomena but also of what is artificial. Exploring the commonalities of artificial systems, including economic systems, the business firm, artificial intelligence, complex engineering projects, and social plans, Simon argues that designed systems are a valid field of study, and he proposes a science of design. For this third edition, originally published in 1996, Simon added new material that takes into account advances in cognitive psychology and the science of design while confirming and extending the book's basic thesis: that a physical symbol system has the necessary and sufficient means for intelligent action. Simon won the Nobel Prize for Economics in 1978 for his research into the decision-making process within economic organizations and the Turing Award (considered by some the computer science equivalent to the Nobel) with Allen Newell in 1975 for contributions to artificial intelligence, the psychology of human cognition, and list processing. *The Sciences of the Artificial* distills the essence of Simon's thought accessibly and coherently. This reissue of the third edition makes a pioneering work available to a new audience.

## Dynamic Fleet Management

Whether it's bungee jumping in Queenstown or visiting the Guinness factory in Dublin, where we travel – and what we do when we get there - has changed significantly in the past twenty years. This innovative textbook explores what is possibly the most unrecognized of international service industries, placing tourism in the context of contemporary globalization and trade-in services. It provides new perspectives on tourism as a form of international business, and the implications for firms, the state and individuals. Split into four separate sections, with introductions outlining the key themes in each, it examines important topics such as: the role of governance and regulation in tourism services the effects of increased global mobility on tourism entrepreneurship how tourism businesses are becoming

internationalized why other business sectors are increasingly interested in tourism. Case studies are used throughout to highlight important issues, from developments in the aviation industry to the rise of working holidays. This book gets to the core of a crucial service industry, and is essential reading for any researcher or student of tourism or international business.

#### Business Performance Measurement

"... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production."  
-- Professor Pierre McDonagh, Associate Editor, Journal of Macromarketing (USA); Professor of Critical Marketing & Society, University of Bath, UK  
Experts in the field of economics, management science, and particularly in the marketing domain have always been interested in and acknowledged the importance of sustaining profitable businesses while incorporating societal and environmental concerns; however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing for social good. This book of actual case studies will address that need. In addition, this book is important and timely in providing a case book for instructors (those in both industry and academia) to help them in teaching and training the next generation of leaders through corporate training and universities. Currently, marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles, such as social marketing, green marketing, and sustainability marketing. The relevance of these studies is increasing across the globe. This book is composed of long and short real cases with varying complexity in different sectors. This case book will also cover some review articles for an overview of the recent developments in the study area. With these case studies, collections of questions, teaching materials, and real-life marketing scenarios, this book offers a unique source of knowledge to marketing professionals, students, and educators across the world. The main objective of this case book is to understand the applicability of marketing science (marketing for social good context, such as social marketing and sustainability marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era, as well as discussing other non-electronic marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.

#### Digital Entrepreneurship

Operations Management in Context provides students with excellent grounding in the theory and practice of operations management and its role within organizations. Structured in a clear and logical manner, it gradually leads newcomers to this subject through each topic area, highlighting key issues, and using practical case study material and examples to contextualize learning. Each chapter is structured logically and concludes with summary material to aid revision. Exercises and self-assessment questions are included to reinforce learning and maintain variety, with answers included at the end of the text.

#### The Sciences of the Artificial, reissue of the third edition with a new introduction by John Laird

Examines the ways in which real options theory can contribute to strategic management. This volume offers conceptual pieces that trace out pathways for the theory to move forward and presents research on the implications of real options for strategic investment, organization, and firm performance.

#### International Business and Tourism

This work has been selected by scholars as being culturally important, and is part of the knowledge base of civilization as we know it. This work was reproduced from the original artifact, and remains as true to the original work as possible. Therefore, you will see the original copyright references, library stamps (as most of these works have been housed in our most important libraries around the world), and other notations in the work. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no



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### Social and Sustainability Marketing

Although workplace design and management are gaining more and more attention from modern organizations, workplace research is still very fragmented and spread across multiple disciplines in academia. There are several books on the market related to workplaces, facility management (FM), and corporate real estate management (CREM) disciplines, but few open up a theoretical and practical discussion across multiple theories from different disciplines. Therefore, workplace researchers are not aware of all the angles from which workplace management and effects of workplace design on employees has been or could be studied. A lot of knowledge is lost between disciplines, and sadly, many insights do not reach workplace managers in practice. Therefore, this new book series is started by associate professor Rianne Appel-Meulenbroek (Eindhoven University of Technology, the Netherlands) and postdoc researcher Vitalija Danivska (Aalto University, Finland) as editors, published by Routledge. It is titled 'Transdisciplinary Workplace Research and Management' because it bundles important research insights from different disciplinary fields and shows its relevance for both academic workplace research and workplace management in practice. The books will address the complexity of the transdisciplinary angle necessary to solve ongoing workplace-related issues in practice, such as knowledge worker productivity, office use, and more strategic management. In addition, the editors work towards further collaboration and integration of the necessary disciplines for further development of the workplace field in research and in practice. This book series is relevant for workplace experts both in academia and industry. This second book in the series focuses on the role of workplace management in the organization and the tasks that workplace management needs to consider. The 18 theories that are presented in this book and applied to workplace research discuss management aspects from the organization's perspective or dive deeper into issues related to people and/or building management. They all emphasize that workplace management is a complex matter that requires more strategic attention in order to add value for various stakeholders. The final chapter of the book describes a first step towards integrating the presented theories into an interdisciplinary framework for developing a grand workplace management theory.

### Operations Management in Context

In the past, when goods and services were simpler, measurement of quality was self-evident. As business became more complicated, so too did the implementation of quality management and our ability to measure it. Ultimately, the practice of quality strayed from being a business practice to become much more of an engineering discipline producing plan

### Real Options Theory

Models and Managers: The Concept of a Decision Calculus