



The Principle of Profit Models

By Guiping Lin, Wei Wei, Wuxiang Zhu

Springer-Verlag Berlin and Heidelberg GmbH & Co. KG. Hardback. Book Condition: new. BRAND NEW, The Principle of Profit Models, Guiping Lin, Wei Wei, Wuxiang Zhu, This book mainly focuses on defining profit models, on how many main kinds of profit models there are, how profit models can change a company, and how to tailor a profit model to the needs of a certain company. In this context, profit models are classified as fixed-income, remaining-profit and profit-sharing, admission, toll, parking, fuel and sharing fees, profit sources, customer pricing, auction, combined pricing, etc. The logic behind all these profit models will be analyzed in detail and numerous micro-cases will be introduced. All of the micro-cases discussed are the best profit model practices used by outstanding enterprises, mainly from China and the USA (including HomeAway, Priceline, Tencent, Sina, Google, the Voice of China, CSPN and so on). These models will be complemented by a wealth of figures and additional tools to help readers better understand the principle of profit models. As such, the book not only explains "why" entrepreneurs preferred to apply a specific kind of profit model and not others, but also answers "how" they derived that model.

DOWNLOAD



READ ONLINE

[6.54 MB]

Reviews

This created pdf is excellent. This is for anyone who statte that there had not been a really worth reading through. Your life span will probably be transform as soon as you total looking over this publication.

-- Prof. Esteban Wuckert

Absolutely essential read publication. It is amongst the most incredible book i have study. Your lifestyle period will be convert when you full reading this ebook.

-- Dr. Meaghan Streich V