



# The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution

E. Boyd

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## The Future of Pricing: How Airline Ticket Pricing Has **Inspired a Revolution**

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A story about science, technology, and people, The Future of Pricing provides an inside look at how airlines price tickets and how practices developed in the airline industry are now revolutionizing the world of pricing. This book is written for business professionals and students wanting to better understand the rapid growth of scientific pricing.



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