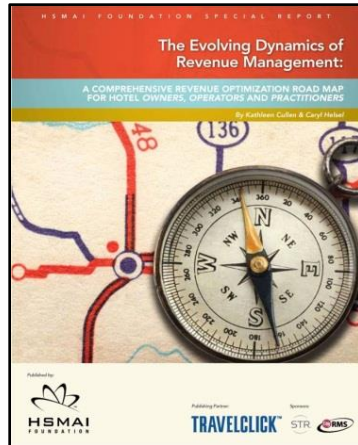
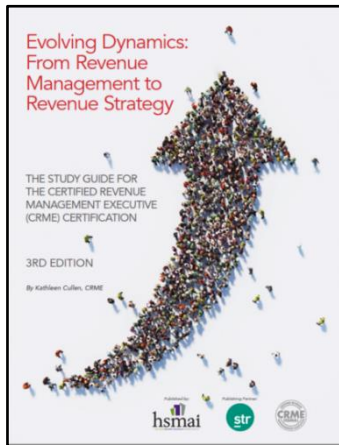




New Edition: Evolving Dynamics of Revenue Management Publication

Enhance your visibility as a supporter of continuing industry education!



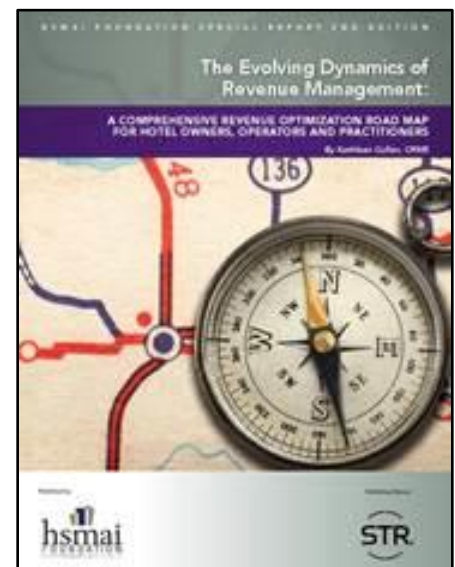
In 2006, HSMAI produced the first-ever hotel industry handbook on revenue management that was adopted by multiple hotel companies. The original guide, “Defining Revenue Management,” was developed as the study guide for the association’s launch of the Certified Revenue Management Executive (CRME) certification. This solidly positioned HSMAI as the professional society for revenue managers and a source for knowledge and continuing education.

Several updates of the book have been produced – most recently in 2019 with an updated title: *Evolving Dynamics: From Revenue Management to Revenue Strategy*. To date, more than 2,500 individuals have used this book to study for the CRME certification, and there are CRMEs in 64 countries on 6 continents including North America, South America, Europe, Africa, Asia, and Australia, as well as in the Middle East, the Caribbean, and the South Pacific. Many thousands more reside on the desks of revenue managers around the globe and are frequently consulted. Additionally, numerous hotel schools and hospitality management programs use *Evolving Dynamics* as a textbook for students.

HSMAI is excited to announce that a new, updated edition of *Evolving Dynamics* will be released in Q2 2023—and is a product of global collaborative efforts of HSMAI’s Revenue Optimization Advisory Boards in the Americas, Europe, and Asia-Pacific.

Publication Objectives:

- To provide the hotel industry a foundational body of knowledge about the revenue management discipline
- To elevate the profession and standards of revenue management on all levels
- To provide a full industry update on today’s greatly evolved revenue management practices



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Mark Primuth | mark.primuth@wearemci.com | www.hsmmai.org



HSMAI is seeking hotel and partner companies to support the production of this publication. Supporting companies will receive recognition in the study guide and be eligible for special bulk volume pricing of printed publication copies for internal and external distribution.



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Evolving Dynamics of Revenue Management Publication (4th edition)

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