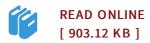




The Principle of Profit Models

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.



Reviews

This ebook can be worthy of a read, and much better than other. I have read and i am certain that i am going to planning to go through again once again in the future. You may like just how the writer compose this book.

-- Mr. Grant Stanton PhD

A whole new eBook with an all new standpoint. It is actually rally fascinating through reading through time period. You wont truly feel monotony at anytime of your own time (that's what catalogues are for relating to when you request me).

-- Claire Bartell

See Also



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English. Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original...



The Case of the Hunchback Hairdresser Criss Cross Applesauce

Gallopade International. Paperback. Book Condition: New. Paperback. 54 pages. Dimensions: 7.5in. x 5.0in. x 0.2in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective, and immediate way to read...



The Breathtaking Mystery on Mt. Everest The Top of the World Around the World in 80 Mysteries

Gallopade International. Paperback. Book Condition: New. Paperback. 144 pages. Dimensions: 7.3in. x 5.2in. x 0.4in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective, and immediate way to read...



American Legends: The Life of Sharon Tate

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English. Brand New Book ***** Print on Demand *****.*Includes pictures *Includes Tate s own quotes about her life and career *Includes online resources and a bibliography for further...



History of the Town of Sutton Massachusetts from 1704 to 1876

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English. Brand New Book ***** Print on Demand *****. This version of the History of the Town of Sutton Massachusetts from 1704 to 1876 is a labor...