

Revenue Management A Practical Pricing Perspective

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REVIEW OF REVENUE MANAGEMENT A PRACTICAL PRICING PERSPECTIVE

- I was only 10 at the time of Pearl Harbor but had a brother who served in the Navy - I have read a lot about WWII but I really appreciated the way Tom Brokaw pointed out the results of the depression having such an effect on these people also. I was born during the depression but grew up in the after-effects that my parents carried with them to the end of their lives. It was a very precarious time. Thank you Mr Brokaw for putting all of this in such a readable book.
- I love the generation described in this book. These are our parents(I'm a war baby, not a baby boomer) and they

created an environment which has opened up a whole array of new opportunities for us and our children. My own father was not in the military but he got up at the crack of dawn each day to take a subway ride from Harlem to the New York Port Authority. From there he caught a bus out to Curtis Wright Corp in New Jersey where he assembled airplane engines. He was one of the first blacks to work there and probably only got the job because of the war effort. However, I take exception to the idea that there is something intrinsically unique about this or any other generation. The people Tom Brokaw described were confronted with a great challenge and rose to it. I don't think the younger generations around today would just cave in if confronted with the same kind of challenge. What

that world war II generation illustrates is the greatness of the human spirit. Finally, I don't think Mr Brokaw intended to belittle the contributions of other nations to the war effort, he was merely concentrating on those who were our parents and grandparents in this country.