Business Forecasting. Practical Problems and Solutions. Wiley and SAS Business Series

Description: Praise for BUSINESS FORECASTING

"This book is the survivor's guide for business forecasters. It covers a wide range of need-to-know topics from 'what is demand' to 'why should I trust your forecast.'"
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"This is a tremendous compilation from some of the best forecasting analytics and business minds of today. A reference that should be on the shelf of anyone whose job is to develop forecasts."
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"This terrific compilation of writings from virtually all of the big names in the forecasting community proves that innovation in forecasting is vibrant."
Rob Stevens, Vice President, First Analytics

Contents: Foreword xv
Preface xix
Chapter 1 Fundamental Considerations in Business Forecasting 1
1.1 Getting Real about Uncertainty (Paul Goodwin) 3
1.2 What Demand Planners Can Learn from the Stock Market (Charles K. Re Corr) 9
1.3 Toward a More Precise Definition of Forecastability (John Boylan) 14
1.4 Forecastability: A New Method for Benchmarking and Driving Improvement (Sean Schubert) 22
1.5 Forecast Errors and Their Avoidability (Steve Morlidge) 36
1.6 The Perils of Benchmarking (Michael Gilliland) 46
1.7 Can We Obtain Valid Benchmarks from Published Surveys of Forecast Accuracy? (Stephan Kolassa) 48
3.16 Can Your Forecast Beat the Naïve Forecast? (Shaun Snapp) 276

Chapter 4 Process and Politics of Business Forecasting 281

4.1 FVA: A Reality Check on Forecasting Practices (Michael Gilliland) 282

4.2 Where Should the Forecasting Function Reside? (Larry Lapide) 288

4.3 Setting Forecasting Performance Objectives (Michael Gilliland) 294

4.4 Using Relative Error Metrics to Improve Forecast Quality in the Supply Chain (Steve Morlidge) 297

4.5 Why Should I Trust Your Forecasts? (M. Sinan Gönül, Dilek Önkal, and Paul Goodwin) 309

4.6 High on Complexity, Low on Evidence: Are Advanced Forecasting Methods Always as Good as They Seem? (Paul Goodwin) 315

4.7 Should the Forecasting Process Eliminate Face-to-Face Meetings? (J. Scott Armstrong) 319

4.8 The Impact of Sales Forecast Game Playing on Supply Chains (John Mello) 327

4.9 Role of the Sales Force in Forecasting (Michael Gilliland) 340

4.10 Good and Bad Judgment in Forecasting: Lessons from Four Companies (Robert Fildes and Paul Goodwin) 349

4.11 Worst Practices in New Product Forecasting (Michael Gilliland) 358

4.12 Sales and Operations Planning in the Retail Industry (Jack Harwell) 363


About the Editors 381

Index 383

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