Future Ready. How to Master Business Forecasting

Description:  
"Forewarned is forarmed; to be prepared is half the victory"  
Don Quixote

Forecasting business performance tops the list of concerns for CFOs across the globe. The recent crisis in the financial markets has exposed serious flaws in management methods. The failure to anticipate and deal with the consequences of the unfolding collapse has starkly illustrated what many leaders and managers in business have known for years; in most organizations, the process of forecasting is badly broken.

It is time to rethink the way businesses organize and run forecasting processes and how they use the insights that they provide to navigate through turbulent times.

This book synthesizes and structures findings from a range of disciplines and the authors 60 years of combined practical experience. This is presented in the form of a set of simple strategies that any organization can use to master the process of forecasting. The key message of this book is that while no mortal can predict the future, you can take the steps to be ready for it. Good enough forecasts, wise preparation and the capability to take timely action, will help your organization to create its own future.

"I was delighted by the simple and straightforward way in which sophisticated ideas have been expressed and the focus on practical application. This combination makes this a book for the executive suite as well as the back office."  
Andrew Higginson, Chief Executive of Retailing Services, and former CFO, Tesco PLC

"Reading this book will be a good investment of your time and will make a difference to the way you think about forecasting going forward."  
Howard Green, Group Controller and SVP Finance Categories, Unilever PLC

"The business world needs more books like this one! Great analogies and stories are combined with rock solid theory in a language that even the most reading-averse manager will love from page one." – Bjarte Bogsnes, Vice President Performance Management Development at StatoilHydro and author of Implementing Beyond Budgeting

"Future Ready: How to Master Business Forecasting is a timely addition to the growing research on management planning and performance measurement." – Dr. Charles T. Horngren, Edmund G. Littlefield Professor of Accounting Emeritus Stanford University.

"In the area of Forecasting, it is the best book in the market." – Fritz Roemer, Leader of Enterprise Performance Executive Advisory Program, the Hackett Group

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