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

Contents: 
TABLE OF FIGURES.
FOREWORD.
PREFACE.
ACKNOWLEDGEMENTS.
SECTION 1 Why?
Chapter 1 Part 1 Why Change? Everyone Knows the Trouble I've Seen.
Chapter 1 Part 2 Forecasting Disease, the Symptoms and the Remedy.
SECTION 2 Principles.

Chapter 2 Mastering Purpose     the Cassandra Paradox.
Chapter 3 Mastering Time     Delay and Decision.
Chapter 4 Mastering Models: Mapping the Future.
Chapter 5 Mastering Measurement     Learning to Love Error.
Chapter 6 Mastering Risks: How the Paranoid Survive.

SECTION 3 'Praxis'.

Chapter 7 Mastering Process: The Mother of Good Fortune.

Theme #1 Recipe for success: tips and traps.
Theme #2 Coordination in a complex system: how different can we be?
Theme #3 Whose job is it anyway? Roles and responsibilities.

SECTION 4 Transformation.

Chapter 8 Implementation: Beginnings and Endings.
Chapter 9 Beyond Forecasting: The Biggest Barrier.
Chapter 10 Beyond Budgeting: A New Management Model?
Chapter 11 Conclusion: Reconnection.

GLOSSARY.

Appendix 1     Design Principles: A Summary.

REFERENCES.

INDEX.

Ordering:

Order Online - http://www.researchandmarkets.com/reports/1267067/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

- **Product Name:** Future Ready. How to Master Business Forecasting
- **Web Address:** http://www.researchandmarkets.com/reports/1267067/
- **Office Code:** SC

Product Format
Please select the product format and quantity you require:

**Quantity**

| Hard Copy (Hard Back): | USD 96 + USD 30 Shipping/Handling |

* Shipping/Handling is only charged once per order.

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:**
  - Mr [ ]  
  - Mrs [ ]  
  - Dr [ ]  
  - Miss [ ]  
  - Ms [ ]  
  - Prof [ ]

- **First Name:** ____________________________  
- **Last Name:** ____________________________

- **Email Address:** * ____________________________

- **Job Title:** ____________________________

- **Organisation:** ____________________________

- **Address:** ____________________________

- **City:** ____________________________

- **Postal / Zip Code:** ____________________________

- **Country:** ____________________________

- **Phone Number:** ____________________________

- **Fax Number:** ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by Wire Transfer: Bank details will be provided on the invoice which you will receive after you place your order with us.

If you have a Marketing Code please enter it below:

Marketing Code: _____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World