
Description:

Praise for The Business Forecasting Deal

Exposing Myths, Eliminating Bad Practices, Providing Practical Solutions

"Mike Gilliland's new book is a breath of fresh air. It's simple, straightforward, easy to read, insightful and loaded with solid, practical advice on how to improve the forecasting process in your company."

From the Foreword by Tom Wallace

"Into a market awash in forecasting texts, each promising to be the panacea for supply chain inefficiencies and sales shortfalls, Mike Gilliland's The Business Forecasting Deal is a refreshingly objective assessment of the real costs and benefits of forecast process improvement. Above all, his book cuts to what should be at the heart of all our efforts: are the expenditures in time and money we are making in forecast improvement truly resulting in incremental profitability?"

Jonathon Karelse, National Marketing Manager, Yokohama Tire (Canada) Inc.

"A great book, unique as well. Mike Gilliland is the first person with a mission to bring 'worst practices' into the open so that forecasters can see what they are doing wrong and the price they are paying for it. Nothing can happen unless they recognize their problems, for which Mike has made a tremendous contribution."

Dr. Chaman Jain, St. John's University; Editor, Journal of Business Forecasting

"Mike Gilliland has captured the key issues in this book, and his work, particularly on volatility and Forecast Value Added, is to be applauded."

Martin Joseph, Managing Director, Rivershill Consulting Ltd.

"I have used Mike Gilliland's Forecast Value Added (FVA) analysis for the past year, and it has made a big difference in understanding what steps in our forecasting process are worthwhile and what steps need to be improved or eliminated. His advice on the proper way to present FVA to upper management has helped gain the confidence of the division in this analysis."

Dave Wehling, Manager, Marketing Requirements, International Division, The Toro Company

"Mike Gilliland provides a unique perspective on the forecasting discipline. He presents sound quantitative lessons paired with pragmatic, realistic, and effective methodologies for applying his techniques. This book is an excellent and perhaps mandatory addition to the repertoire of demand managers and supply chain management professionals alike."

Emily Rodriguez, Supply Chain Program Manager, Intel Corporation

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Foreword (Tom Wallace).

Foreword (Anne G. Robinson).

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