

1. Record Nr.	UNINA9910139215103321
Autore	Gilliland Michael
Titolo	The business forecasting deal [[electronic resource]] : exposing the myths, eliminating bad practices, providing practical solutions / / Michael Gilliland
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2010
ISBN	0-470-76965-3 1-119-19988-3 1-282-68324-1 9786612683244 0-470-76963-7
Descrizione fisica	1 online resource (275 p.)
Collana	Wiley and SAS Business Series ; ; v.27
Disciplina	658.4/0355
Soggetti	Business forecasting
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Fundamental issues in business forecasting -- Worst practices in business forecasting: Part 1 -- Worst practices in business forecasting: Part 2 -- Forecast value added analysis.
Sommario/riassunto	Practical-nontechnical-solutions to the problems of business forecasting Written in a nontechnical style, this book provides practical solutions to common business forecasting problems, showing you how to think about business forecasting in the context of uncertainty, randomness and process performance.Addresses the philosophical foundations of forecasting Raises awareness of fundamental issues usually overlooked in pursuit of the perfect forecast Introduces a new way to think about business forecasting, focusing on process efficiency and the elimination of worst practice