

1. Record Nr.	UNINA9910466398203321
Autore	Moon Mark A.
Titolo	Demand and supply integration : the key to world-class demand forecasting / / Mark A. Moon
Pubbl/distr/stampa	Boston ; ; Berlin : , : DEG Press, , [2018] ©2018
ISBN	1-5015-0593-9 1-5015-0602-1
Edizione	[Second edition.]
Descrizione fisica	1 online resource (252 pages)
Disciplina	330.0112
Soggetti	Economic forecasting Supply and demand - Forecasting Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Frontmatter -- About De/G PRESS -- Acknowledgments -- Contents -- Preface to the Second Edition -- Chapter 1. The Case for Business Integration -- Chapter 2. Demand/Supply Integration -- Chapter 3. World-Class Demand/Supply Integration -- Chapter 4. Forecasting as a Management Process -- Chapter 5. Quantitative Forecasting Techniques -- Chapter 6. Qualitative Forecasting -- Chapter 7. Incorporating Market Intelligence into the Forecast -- Chapter 8. Performance Measurement -- Chapter 9. World-Class Demand Forecasting -- Chapter 10. Bringing It Back to Demand/Supply Integration: Managing the Demand Review -- Index