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Altri autori (Persone)	MoonMark A. <1955->
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Nota di contenuto	Cover; Contents; Preface; Chapter 1 - Managing the Sales Forecasting Process; Chapter 2 - Sales Forecasting Performance Measurement; Chapter 3 - Time Series Forecasting Techniques; Chapter 4 - Regression Analysis; Chapter 5 - Qualitative Sales Forecasting; Chapter 6 - Sales Forecasting Systems; Chapter 7 - Benchmark Studies: The Surveys; Chapter 8 - Benchmark Studies: World-Class Forecasting; Chapter 9 - Benchmark Studies: Conducting a Forecasting Audit; Chapter 10 - Managing the Sales Forecasting Function; References; Index; About the Authors
Sommario/riassunto	Mentzer and Moon apply their 25 years of sales forecasting management research to their techniques for sales forecasting. They cover managing the process, performance measurement regression analysis, qualitative sales forecasting, and forecasting systems. The second edition has been reorganized and includes new insights on qualitative forecasting,.