

1. Record Nr.	UNINA9910479969703321
Autore	Mentzer John T
Titolo	Sales forecasting management [[electronic resource]] : a demand management approach / / John T. Mentzer, Mark A. Moon
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c2005
ISBN	1-4522-0444-6 1-4522-2237-1
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (369 p.)
Altri autori (Persone)	MoonMark A. <1955->
Disciplina	658.818
Soggetti	Sales forecasting - Management Marketing research - Management Electronic books.
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 (p. 331-335) and index.
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,.