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Autore	Chase Charles
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Nota di contenuto	Cover -- Title Page -- Copyright Page -- Contents -- Foreword -- Preface -- Acknowledgments -- About the Author -- Chapter 1 The Digital Economy and Unexpected Disruptions -- Disruptions Driving Complex Consumer Dynamics -- Impact of the Digital Economy -- What Does All This Mean? -- Shifting to a Consumer-Centric Approach -- The Analytics Gap -- Why Predictive and Anticipatory Analytics? -- Difference Between Predictive and Anticipatory Analytics -- The Data Gap -- The Impact of the COVID-19 Crisis on Demand Planning -- Closing Thoughts -- Notes -- Chapter 2 A Wake-up Call for Demand Management -- Demand Uncertainty Is Driving Change -- Challenges Created by Demand Uncertainty -- Ongoing "Bullwhip" Effect -- When Will We Learn from Our Past Mistakes? -- Why Are Companies Still Cleansing Historical Demand? -- Consumer Goods Company Case Study -- Primary Obstacles to Achieving Planning Goals -- Why Do Companies Continue to Dismiss the Value of Demand Management? -- Six Steps to Predicting Shifting Consumer Demand Patterns -- Closing Thoughts -- Notes -- Chapter 3 Why Data and Analytics Are Important

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