

1. Record Nr.	UNINA9910812298603321
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)
Classificazione	QP 505
Disciplina	330.0112
Soggetti	Economic forecasting Supply and demand - Forecasting
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
Sommario/riassunto	Supply chain professionals: master pioneering techniques for integrating demand and supply, and create demand forecasts that are far more accurate and useful! In Demand and Supply Integration, Dr. Mark Moon presents the specific design characteristics of a world-class demand forecasting management process, showing how to effectively integrate demand forecasting within a comprehensive Demand and Supply Integration (DSI) process. Writing for supply chain professionals in any business, government agency, or military procurement organization, Moon explains what DSI is, how it differs from approaches such as S&OP, and how to recognize the symptoms of

failures to sufficiently integrate demand and supply. He outlines the key characteristics of successful DSI implementations, shows how to approach Demand Forecasting as a management process, and guides you through understanding, selecting, and applying the best available qualitative and quantitative forecasting techniques. You'll learn how to thoroughly reflect market intelligence in your forecasts; measure your forecasting performance; implement state-of-the-art demand forecasting systems; manage Demand Reviews, and much more.

---