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Nota di contenuto	Demand-Driven Forecasting; Contents; Foreword; Preface; Acknowledgments; About the Author; Chapter 1 Demystifying Forecasting: Myths versus Reality; DATA COLLECTION, STORAGE, AND PROCESSING REALITY; ART-OF-FORECASTING MYTH; END-CAP DISPLAY DILEMMA; REALITY OF JUDGMENTAL OVERRIDES; OVEN CLEANER CONNECTION; MORE IS NOT NECESSARILY BETTER; REALITY OF UNCONSTRAINED FORECASTS, CONSTRAINED FORECASTS, AND PLANS; NORTHEAST REGIONAL SALES COMPOSITE FORECAST; HOLD-AND-ROLL MYTH; THE PLAN THAT WAS NOT GOOD ENOUGH; PACKAGE TO ORDER VERSUS MAKE TO ORDER; "DO YOU WANT FRIES WITH THAT?"; SUMMARY; NOTES Chapter 2 What Is Demand-Driven Forecasting?TRANSITIONING FROM TRADITIONAL DEMAND FORECASTING; WHAT'S WRONG WITH THE DEMAND-GENERATION PICTURE?; FUNDAMENTAL FLAW WITH TRADITIONAL DEMAND GENERATION; RELYING SOLELY ON A SUPPLY-DRIVEN STRATEGY IS NOT THE SOLUTION; WHAT IS DEMAND-DRIVEN FORECASTING?; WHAT IS DEMAND SENSING AND SHAPING?; CHANGING THE DEMAND MANAGEMENT PROCESS IS ESSENTIAL; COMMUNICATION IS KEY; MEASURING DEMAND MANAGEMENT SUCCESS; BENEFITS OF A

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SPECIFIC MEASURES OF FORECAST ERROR; OUT-OF-SAMPLE MEASUREMENT; FORECAST VALUE ADDED; SUMMARY; NOTES; Chapter 5 Quantitative Forecasting Methods Using Time Series Data; UNDERSTANDING THE MODEL-FITTING PROCESS; INTRODUCTION TO QUANTITATIVE TIME SERIES METHODS; QUANTITATIVE TIME SERIES METHODS; MOVING AVERAGING; EXPONENTIAL SMOOTHING; SINGLE EXPONENTIAL SMOOTHING; HOLT'S TWO-PARAMETER METHOD; HOLT'S-WINTERS' METHOD; WINTERS' ADDITIVE SEASONALITY; Multiplicative versus Additive Seasonality; SUMMARY; NOTES; Chapter 6 Regression Analysis; REGRESSION METHODS  
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Sommario/riassunto

An updated new edition of the comprehensive guide to better business forecasting. Many companies still look at quantitative forecasting methods with suspicion, but a new awareness is emerging across many industries as more businesses and professionals recognize the value of integrating demand data (point-of-sale and syndicated scanner data) into the forecasting process. Demand-Driven Forecasting equips you with solutions that can sense, shape, and predict future demand using highly sophisticated methods and tools. From a review of the most basic forecasting methods to the most a

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