

1. Record Nr.	UNINA9910954864903321
Titolo	Advances in business and management forecasting . Vol. 10 // edited by Kenneth D. Lawrence, Ronald K. Klimberg
Pubbl/distr/stampa	United Kingdom : , : Emerald, , 2014
ISBN	1-78441-208-2
Edizione	[First edition.]
Descrizione fisica	1 online resource (188 p.)
Collana	Advances in business and management forecasting, , 1477-4070
Altri autori (Persone)	LawrenceKenneth D KlimbergRonald K
Disciplina	658.40355
Soggetti	Business & Economics - Management Science Business & Economics - Decision-Making & Problem Solving Management decision making Management & management techniques Business & management Business forecasting Industrial management - Forecasting
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Components of a decomposition forecast of stock prices with Excel / Christopher M. Keller -- Forecasting the net asset value of PRWCX / Kenneth D. Lawrence, Gary K. Kleinman, Sheila M. Lawrence -- Using prediction intervals to improve information quality of bankruptcy prediction models / Marco Lam, Brad S. Trinkle -- Comparison of technological performance between digital single-lens reflex cameras and mirrorless cameras / Byung Sung Yoon, Timothy R. Anderson -- Premium for service contracts for damage protection / Amitava Mitra -- Measuring scale efficiency in data envelopment analysis considering environmental influences / Feng Yang, Ke Li, Zhimin Huang -- Evaluating a Bayesian approach to forecasting stocking spare parts that require periodic replenishment / Matthew Lindsey, Robert Pavur -- Reducing bias in hierarchical forecasting / Joanne Utley -- Metrics for and analysis of variables for wiki use : a case study / Daniel E. O'Leary -- A comparison of seasonal regression forecasting models for the U.S. beer import market / John F. Kros, W. Jason Rowe, Evelyn C. Brown.

The objective of this research annual is to present state-of-the-art studies in the application of forecasting methodologies to such areas as sales, marketing and strategic decision making. It is the hope and direction of this research annual to become an applications and practitioner oriented publication. Topics will include sales and marketing, forecasting, new product forecasting, judgementally based forecasting, the application of surveys to forecasting, forecasting for strategic business decisions, improvements in forecasting accuracy, and sales response models.
