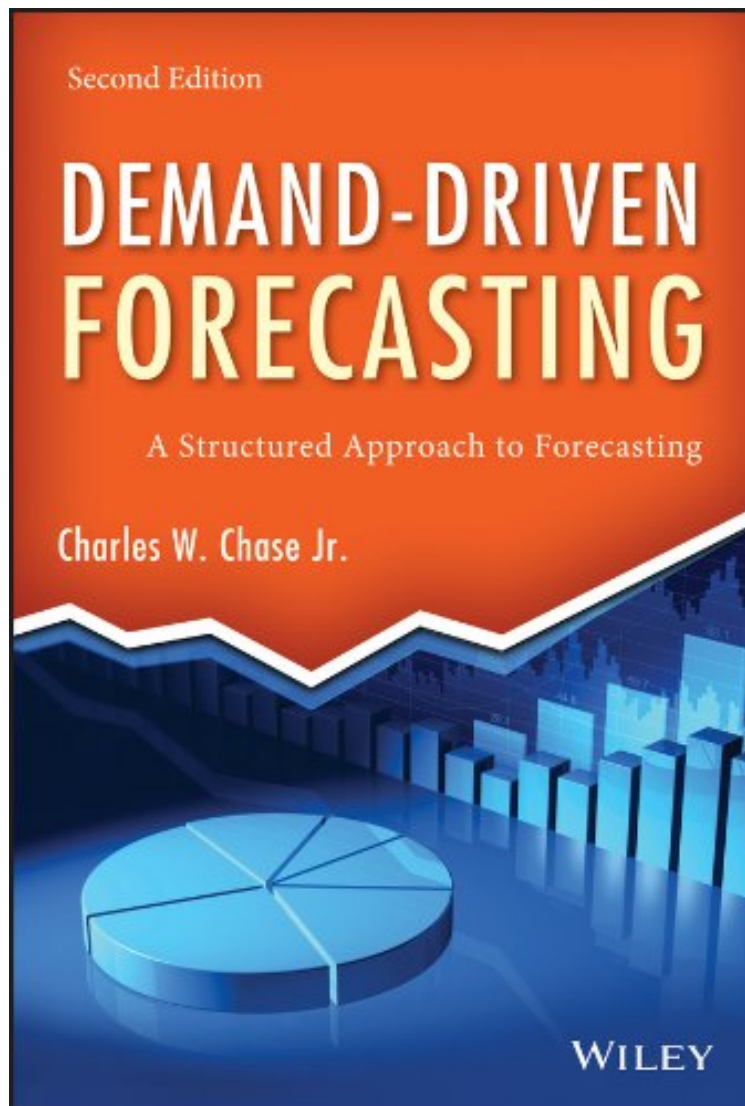


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Demand-Driven Forecasting: A Structured Approach to Forecasting (Wiley and SAS Business Series)

Charles W. Chase

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Charles W. Chase : Demand-Driven Forecasting: A Structured Approach to Forecasting (Wiley and SAS Business Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Demand-Driven Forecasting: A Structured Approach to Forecasting (Wiley and SAS Business Series):

0 of 0 people found the following review helpful. Practical Application of Advanced Methods / Definitely Worth the ReadBy M HoldenThis book started slow but is definitely worth reading until completion. He covered statistical

methods applied to forecasting that most of us learned during school, but he gives unmatched practical advice on how to apply them. Prior to this book, I knew of most of these methods but had no idea all of their applications. This was definitely worth the time and money and I would recommend this to anyone that wanted to take their financial analysis to the next level. 4 of 5 people found the following review helpful. Editors? Bueller? By Andrew T I'm gonna get straight to the point: this is the most poorly written published work I've ever encountered. To think that this is a second edition simply boggles the mind. As another reviewer noted, there are nearly verbatim sentences within pages of each other. An example: "Demand shaping is the ability to increase or decrease the future volume and profits of goods sold by orchestrating a series of marketing, sales, and product tactics and strategies in the marketplace (pg. 45)." "Demand shaping is the proactive process of varying (increasing or decreasing) the elements that influence demand volumes and the corresponding revenue and profit of the products sold by a company based on internal sales and marketing strategies and tactics as well as external factors of the marketplace (pg. 50)." After both of these sentences, the author lists the demand tactics he's referring to. Another example: "Communication through collaborative work flow is a critical element in any process (pg. 65)." And "Communication through collaborative work flow among all the participants is extremely important throughout the process (pg. 66). I had to quit at page 77--I just couldn't take it anymore. This 360 page book could probably make a really good 30 page article, but \$50 for 330 pages of fluff is daylight robbery. On the other hand, if you're a high school English teacher looking to give your students an editing assignment, this is perfect material. Unless there's a way for me to get my money back, I'll be using this book as kindle for my next fire. 0 of 0 people found the following review helpful. Great book about forecasting in today's business world and how ... By Jeremy McMillan Great book about forecasting in today's business world and how important it is to be able to understand the ebbs and flows of forecasting and demand.

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 advanced and innovative techniques in use today, this guide explains demand-driven forecasting, offering a fundamental understanding of the quantitative methods used to sense, shape, and predict future demand within a structured process. Offering a complete overview of the latest business forecasting concepts and applications, this revised Second Edition of Demand-Driven Forecasting is the perfect guide for professionals who need to improve the accuracy of their sales forecasts. Completely updated to include the very latest concepts and methods in forecasting Includes real case studies and examples, actual data, and graphical displays and tables to illustrate how effective implementation works Ideal for CEOs, CFOs, CMOs, vice presidents of supply chain, vice presidents of demand forecasting and planning, directors of demand forecasting and planning, supply chain managers, demand planning managers, marketing analysts, forecasting analysts, financial managers, and any other professional who produces or contributes to forecasts Accurate forecasting is vital to success in today's challenging business climate. Demand-Driven Forecasting offers proven and effective insight on making sure your forecasts are right on the money.

From the Inside Flap To become demand-driven, your business needs to identify the right market signals, build demand-sensing capabilities, define demand-shaping processes, and effectively translate demand signals to create a more effective response. Doable? Now it is, with Demand-Driven Forecasting, Second Edition. Distinctive for its attention to practical demand forecasting challenges, Demand-Driven Forecasting, Second Edition is completely updated with a detailed look at improving the forecasting process to better meet customer demands. Author and demand forecasting leader Charles Chase presents both comprehensive coverage of statistical methods as well as how to apply them in practice within a demand-driven forecasting process using actual data and examples. Featuring new case studies and examples, Demand-Driven Forecasting, Second Edition includes the contributions of the latest theoretical developments, while presenting current empirical findings and technology advancements. The new edition features new coverage on demand-shifting, nonseasonal and seasonal ARIMA models, transfer functions, and cross-correlation function plots. Plus, the Second Edition explores: Weighted combined modeling New product forecasting using structured judgment Application of additive and multiplicative Winters methods Using graphical methods and plots to understand statistical output The most recent developments in demand-driven forecasting Essential reading for every professional responsible for forecasting and demand planning, Demand-Driven Forecasting, Second Edition provides you with proven processes, methodologies, and performance metrics you can apply immediately for significant improvement in forecast accuracy. From the Back Cover Praise for Demand-Driven Forecasting "Charlie Chase is one of the top thought leaders in the business forecasting community, making him eminently qualified to write what I consider to be the definitive book on demand-driven forecasting. This Second Edition takes the reader from a review of the most basic forecasting methods, to the most advanced time-series methods, and then on to the most innovative techniques in use today." —Lawrence "Larry" Lapide, PhD, Research Affiliate, MIT Center for

Transportation Logistics Lecturer, University of Massachusetts, Recipient of the Institute of Business Forecasting Planning's inaugural Lifetime Achievement in Business Forecasting Planning Award "It is with profound pleasure that I am endorsing one of my favorite books, Demand-Driven Forecasting, by one of the sharpest minds in the field of business forecasting. Charlie Chase has created a truly holistic book, which allows a rare focus on key methodologies and real business challenges that is highly relevant for CPG companies. This Second Edition has expanded into the field of new product forecasting, a key discipline that makes or breaks forecasting success in a world of increasingly shorter product life cycles. In short: If you are looking for a book on forecasting that has it all, then you have found it. Demand-Driven Forecasting is a must-read." —Lauge Valentin, Director of Forecasting, The LEGO Group

"Charlie Chase has delivered a text that provides forecasters at all levels with practical knowledge and the quantitative tools that will allow them to make a significant leap in modeling and predicting demand. Using plain and concise language, he integrates real-world examples with discussions of advanced statistical methods to demonstrate how to develop forecasting solutions by applying the power of analytics. Those in forecasting will benefit from the knowledge found in this book and by keeping it handy as a valuable reference." —Glenn Keltner, PhD, Manager, Demand Planning Development, Nestle Purina PetCare Company

About the Author CHARLES W. CHASE Jr. is the Chief Industry Consultant in SAS's Manufacturing Supply Chain Global Practice, where he is the principal architect and strategist for delivering demand planning and forecasting solutions to improve SAS customers' supply chain efficiencies. He has more than twenty-six years of experience in the consumer packaged goods industry, and is an expert in sales forecasting, market response modeling, econometrics, and supply chain management.