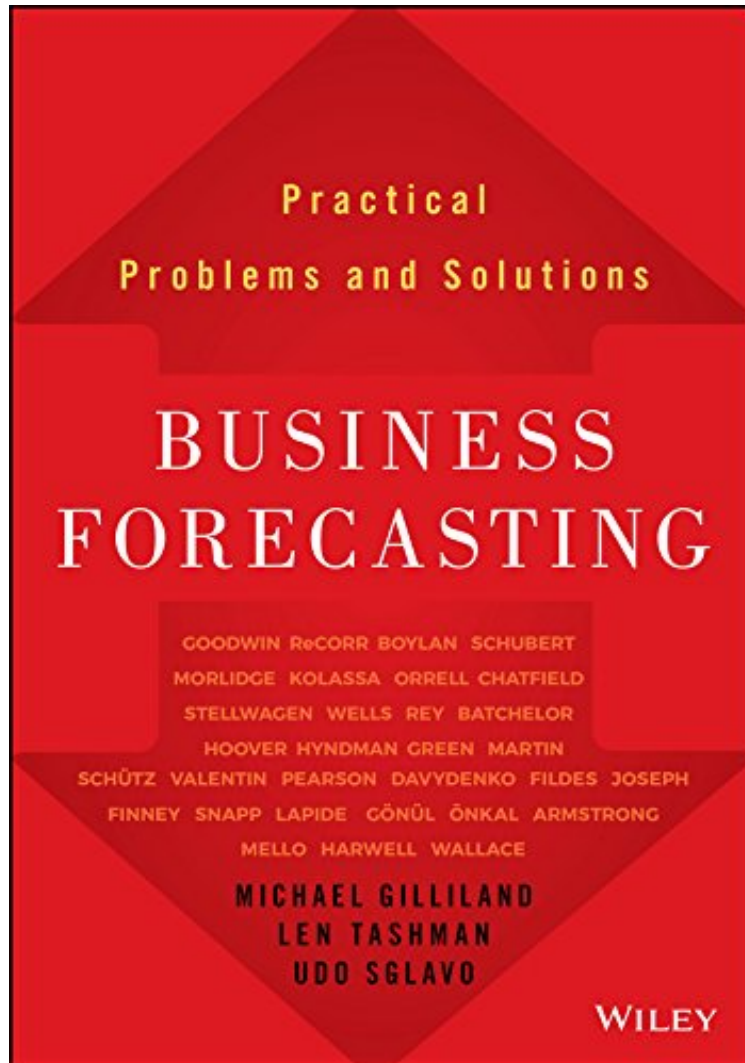


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Business Forecasting: Practical Problems and Solutions (Wiley and SAS Business Series)

Michael Gilliland, Len Tashman, Udo Sglavo
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Michael Gilliland, Len Tashman, Udo Sglavo : Business Forecasting: Practical Problems and Solutions (Wiley and SAS Business Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Forecasting: Practical Problems and Solutions (Wiley and SAS Business Series):

1 of 1 people found the following review helpful. The Bible of Business ForecastingBy Sandro SaittaThe book Business Forecasting is a compilation of existing articles. Gilliland, Tashman and Sglavo edited what can be named the Bible of Business Forecasting. It contains around 50 articles that appeared in journals such as Foresight and Journal of Business Forecasting. The scope of the book is wide with topics ranging from forecast accuracy and

forecastability, to new product forecasting and SOP. Business Forecasting is structured in 4 categories: Fundamentals, Methods, Performance Reporting and Process Politics. Articles are usually short and well written. While they allow a good overview of the discussed topic, several references are provided to deep dive when needed. For a few topics, more than one article is available. The reader gets various points of view, making the book more comprehensive. Only in the performance evaluation section, the introduction to some articles are redundant. While a few articles are to be read as food for thought, most of them are directly usable in your daily forecasting activities. While all the book is valuable to me, the section on process and politics of forecasting is definitely the one with the most added value for the practitioner. The book only contains published material. The question of its relevance is to be asked. For newcomers in the field of forecasting, as well as people without subscription to magazines such as Foresight, the book is a must-have. For the others, while it is still nice to have such a compilation in one place, the book added value is lower. Let's be honest however: there is no such comprehensive and up-to-date gathering of business forecasting articles out there. Do not hesitate too much and just go for it, you won't be disappointed.

A comprehensive collection of the field's most provocative, influential new work Business Forecasting compiles some of the field's important and influential literature into a single, comprehensive reference for forecast modeling and process improvement. It is packed with provocative ideas from forecasting researchers and practitioners, on topics including accuracy metrics, benchmarking, modeling of problem data, and overcoming dysfunctional behaviors. Its coverage includes often-overlooked issues at the forefront of research, such as uncertainty, randomness, and forecastability, as well as emerging areas like data mining for forecasting. The articles present critical analysis of current practices and consideration of new ideas. With a mix of formal, rigorous pieces and brief introductory chapters, the book provides practitioners with a comprehensive examination of the current state of the business forecasting field. Forecasting performance is ultimately limited by the 'forecastability' of the data. Yet failing to recognize this, many organizations continue to squander resources pursuing unachievable levels of accuracy. This book provides a wealth of ideas for improving all aspects of the process, including the avoidance of wasted efforts that fail to improve (or even harm) forecast accuracy. Analyzes the most prominent issues in business forecasting Investigates emerging approaches and new methods of analysis Combines forecasts to improve accuracy Utilizes Forecast Value Added to identify process inefficiency The business environment is evolving, and forecasting methods must evolve alongside it. This compilation delivers an array of new tools and research that can enable more efficient processes and more accurate results. Business Forecasting provides an expert's-eye view of the field's latest developments to help you achieve your desired business outcomes.