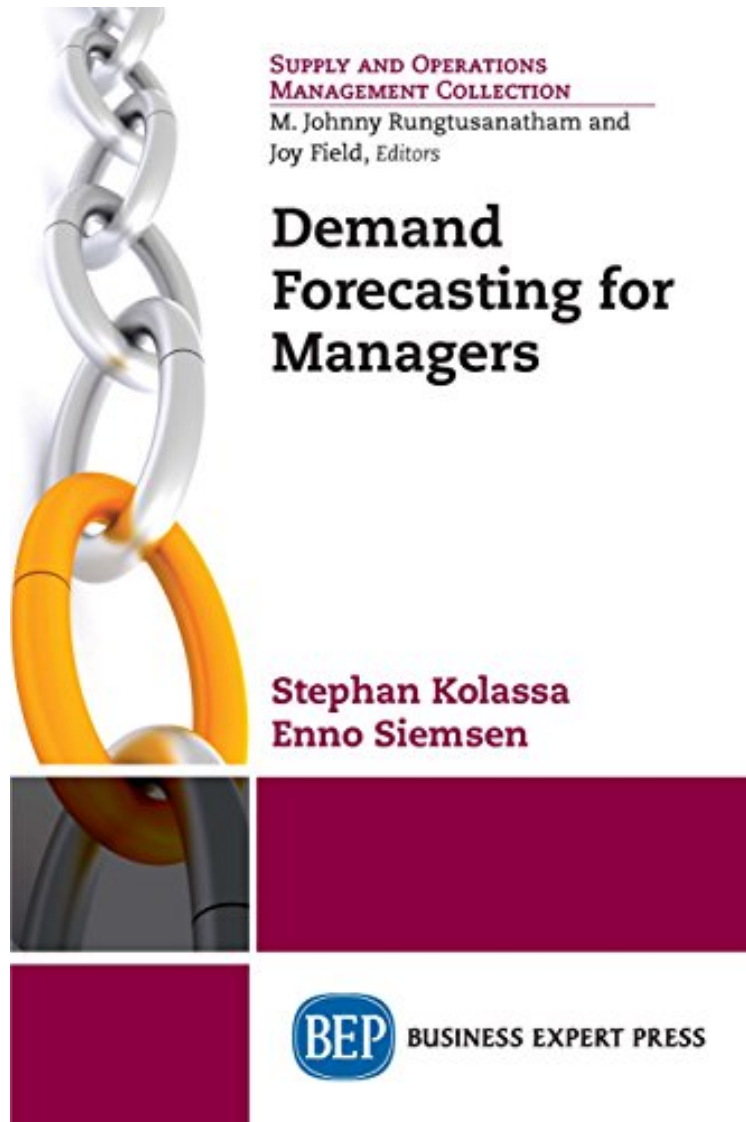


# Demand Forecasting for Managers

*Stephan Kolassa, Enno Siemsen*

*\*Download PDF | ePub | DOC | audiobook | ebooks*



 Download

 Read Online

#781755 in eBooks 2016-08-17 2016-08-17 File Name: B01KKGf2CE | File size: 61.Mb

**Stephan Kolassa, Enno Siemsen : Demand Forecasting for Managers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Demand Forecasting for Managers:

0 of 0 people found the following review helpful. Great reference on forecasting!By CustomerA great book on forecasting! Just don't expect much in terms of romance... :)

Most decisions and plans in a firm require a forecast. Not matching supply with demand can make or break any business, and that's why forecasting is so invaluable. Forecasting can appear as a frightening topic with many arcane equations to master. For this reason, the authors start out from the very basics and provide a non-technical overview of

common forecasting techniques as well as organizational aspects of creating a robust forecasting process. The book also discusses how to measure forecast accuracy to hold people accountable and guide continuous improvement. This book does not require prior knowledge of higher mathematics, statistics, or operations research. It is designed to serve as a first introduction to the non-expert, such as a manager overseeing a forecasting group, or an MBA student who needs to be familiar with the broad outlines of forecasting without specializing in it.

"I happily recommend Demand Forecasting for Managers to any manager - not just those directly and indirectly participating in the forecasting function - as well as to MBA students who need to appreciate the wider importance of forecasting but without necessarily specializing in the subject." Aris Syntetos, Foresight Winter 2017