

Advances in Business and Management Forecasting

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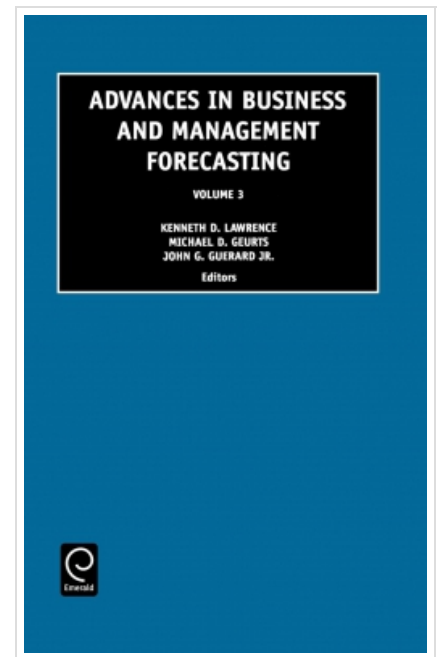
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About the Book

This volume is part of a blind refereed serial publication published on an annual basis. The objective of this research annual is to present studies in the application of forecasting methodologies to such areas as sales, marketing, and strategic decision making (an accurate, robust forecast is critical to effective decision making). It is the hope and direction of the research annual to become an applications- and practitioner-oriented publication. The topics 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 accurate and sales response models.



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