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Sales Forecasting Management: A Demand Management Approach

John T. (Thomas) Mentzer Jr., Mark A. Moon
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Second Edition

SALES FORECASTING MANAGEMENT

A Demand Management Approach



John T. Mentzer + Mark A. Moon



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want to understand theory and do not want to apply in practice. This is not suited if you are looking to use the forecasting techniques in the next 24 hours to forecast sales of your business or your bank account balance or developing cool forecasting models. Good book to understand the basics and theoretical aspects of forecasting. I recommend a triple espresso if you plan to sit with this for a few hours. 0 of 0 people found the following review helpful. Much needed support book for all leaders. By Glenn D. Robinson A strong book on sales forecasting. Sales forecasting is probably the weak link in most professional sales, business developers and VP's. I worked at one firm where the team leader proclaimed no need for forecasting, the VP proudly proclaimed he left his previous firm because they were trying to make him a 'numbers monkey' by maintaining a forecast and the head of BD that made no effort to hold anyone accountable to the forecast. Imagine that! This book has some very in-depth methods that can cause one's eyes to glaze over. Deep mathematical formulas and a number of different styles. To have accurate forecasts, which the rest of the organization and clients rely on, requires hard work and effort. I imagine that like math books in college, one can read, but until one puts into practice, the knowledge is lost. In-depth research went into this. The writers know their stuff. After the first read, this should be used as a 'tool' type of book next to your computer."

Incorporating 25 years of sales forecasting management research with more than 400 companies, *Sales Forecasting Management, Second Edition* is the first text to truly integrate the theory and practice of sales forecasting management. This research includes the personal experiences of John T. Mentzer and Mark A. Moon in advising companies how to improve their sales forecasting management practices. Their program of research includes two major surveys of companies' sales forecasting practices, a two-year, in-depth study of sales forecasting management practices of 20 major companies, and an ongoing study of how to apply the findings from the two-year study to conducting sales forecasting audits of additional companies. The book provides comprehensive coverage of the techniques and applications of sales forecasting analysis, combined with a managerial focus to give managers and users of the sales forecasting function a clear understanding of the forecasting needs of all business functions.

"The authors have shared their valuable experiences and knowledge gained over the years while working with companies on sales forecasting. The book comprises of ten chapters in total and provides good coverage. The book well describes the issues, developments and required understanding about sales forecasting practices with illustrations and required possible information through appendixes and notes at the end of chapters where needed." (Anita Goyal *The Journal of Business Perspective*) "The book integrates the theory and practice of sales forecasting management by providing comprehensive coverage of the techniques and applications of sales forecasting analysis. The second edition of the book provides new insights on the critical area of qualitative forecasting. Significant reorganization and updating has been done to strengthen and improve the material for the second edition. It will be very useful for academics as well as business executives who will find much of value and insight from the book." (B. D. Pande *Personnel Today*) "The authors have shared their valuable experiences and knowledge gained over the years while working with companies on sales forecasting. The book comprises of ten chapters in total and provides good coverage. The book well describes the issues, developments and required understanding about sales forecasting practices with illustrations and required possible information through appendixes and notes at the end of chapters where needed." (Anita Goyal *The Journal of Business Perspective* 2006-08-21) "The book integrates the theory and practice of sales forecasting management by providing comprehensive coverage of the techniques and applications of sales forecasting analysis. The second edition of the book provides new insights on the critical area of qualitative forecasting. Significant reorganization and updating has been done to strengthen and improve the material for the second edition. It will be very useful for academics as well as business executives who will find much of value and insight from the book." (B. D. Pande *Personnel Today* 2006-10-10) About the Author Mark Moon is an Associate Professor of Marketing at the University of Tennessee, Knoxville. He earned his Ph.D. from the University of North Carolina at Chapel Hill, and his MBA and BA degrees from the University of Michigan. Mark's professional experience includes positions in sales and marketing with IBM and Xerox. He has been a member of UT's sales forecasting research team since 1996, and since that time, has published numerous articles on best practices in forecasting. Mark has played a key role in Phase 4 of the Sales Forecasting Benchmarking Studies, and has worked with 23 different companies to audit their forecasting practices. Dr. John T. (Tom) Mentzer is the Harry J. and Vivienne R. Bruce Chair of Excellence in Business in the Department of Marketing, Logistics and Transportation at the University of Tennessee. He has written more than 170 papers and articles, which have appeared in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, the *Journal of MacroMarketing*, *Industrial Marketing Management*, the *Journal of Marketing Education*, the *Columbia Journal of World Business*, *Research in Marketing*, *Social Indicators Research*, the *International Journal of Physical Distribution and Materials Management*, the *Journal of Business Logistics*, the *Logistics and Transportation*, *Transportation Journal*, the *Journal of Business Research*, *Advances in Business Research*, the *Journal of Forecasting*, the *Journal of Business Forecasting*, and numerous conference proceedings. He has co-authored five books: *SUPPLY CHAIN MANAGEMENT*, *SALES*

FORECASTING MANAGEMENT, SIMULATED PRODUCT SALES FORECASTING, MARKETING TODAY, and READINGS IN MARKETING TODAY and edited the monograph MARKETING EDUCATION SOFTWARE. Dr. Mentzer was recognized in 1996 as one of the five most prolific authors in the Journal of the Academy of Marketing Science, and in 1999 as the most prolific author in the Journal of Business Logistics. He was awarded the Academy of Marketing Science Outstanding Marketing Teacher Award in 2001.