Demand-Driven Forecasting: A Structured Approach to Forecasting, 2nd Edition
Charles W. Chase

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DESCRIPTION

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.

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**ABOUT THE AUTHOR**

**CHARLES W. CHASE J R.** 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.

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