

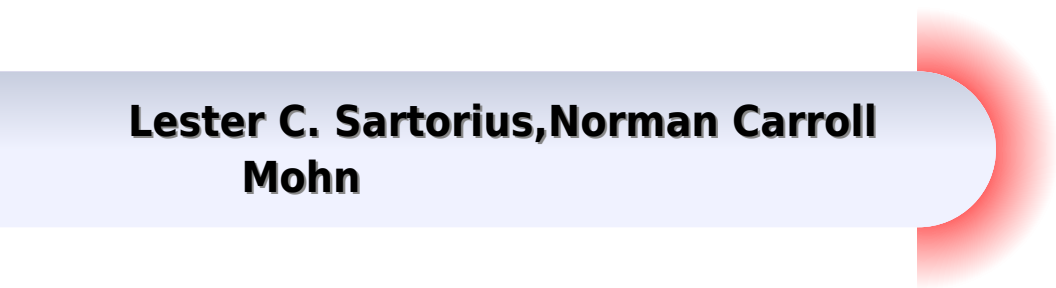
Sales Forecasting Models: A
Diagnostic Approach
(Research Monograph -
School of Business
Administration, Georgia State
University ; No. 69)

Sartorius, Lester C.

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Sales Forecasting Modelsa Diagnostic Approachresearch Monograph 69

**Lester C. Sartorius, Norman Carroll
Mohn**



Sales Forecasting Modelsa Diagnostic Approachresearch Monograph 69:

Sales Forecasting Methods Vithala R. Rao,James Edward Cox,1978 Forecasting and Market Analysis Techniques
George Kress,John Snyder,1994-05-17 Sales forecasting and market analysis are the cornerstones of the planning process Yet these two tasks are usually performed by people with only limited training in either area because most firms do not have full time forecasters market analysts The authors acknowledge this situation and attempt to describe the key techniques for forecasting sales and analyzing markets in a format that meets the needs of an audience with limited quantitative skills In addition to its basic approach another strength of this book is that it combines the coverage of two key activities forecasting and market analysis that are performed by the same person in most middle sized and smaller firms The book s contents and format were designed with two audiences in mind persons assigned to develop forecasts and market analyses but who are not specialists in either area and persons who will be incorporating these results in their planning and decision making The major portion of the book is devoted to the three basic categories of forecasting models time series causal and judgmental emphasizing the most widely used models in each category Special attention is also given to the sources for obtaining the data needed to make forecasts and analyze markets The latter part of the book describes procedures for developing market and sales potentials methods for segmenting markets and some analytic techniques such as conjoint analysis and cluster analysis gaining increased usage among market analysts Business Fluctuations Dale G. Bails,Larry C. Peppers,1993 This book is pragmatic in nature Students must become well acquainted with the broad institutional environment surrounding the business sector that forecasting skills are best developed and retained by repeated exposure to real as opposed to contrived forecasting models and that techniques and applications must accurately reflect the process of forecasting as actually carried out in the business community The book is accompanied by an Instructor s Manual **Successful Business Forecasting**
Joan Callahan Compton,Stephen B. Compton,1990 *Acta Polytechnica Scandinavica* ,1994 **Statistics and**
Econometrics Joseph Zaremba,1980 *JMR, Journal of Marketing Research* ,1979 **Sales Forecasting Models** Lester C. Sartorius,Norman Carroll Mohn,1976

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