



contents

"Knowledge of truth is always more than theoretical and intellectual. It is the product of activity as well as its cause. Scholarly reflection therefore must grow out of real problems, and not be the mere invention of professional scholars."

JOHN DEWEY, UNIVERSITY OF VERMONT

- 3** **note from the editor**
Entering 2011: The Winter Issue
- 4** **joe and simon sez**
Who Should Own the Business Forecasting Function?
*Joe Smith and
Simon Clarke*
- 8** **Commentaries**
*Tom Ross and
Rob Dhuyvetter*
- 10** **book review**
This Time Is Different: Eight Centuries of Financial Folly
by Carmen M. Reinhart and Kenneth S. Rogoff
David Orrell
- 12** **supply chain forecasting**
Classification for Forecasting and Inventory
*Aris Syntetos, John
Boylan, and Ruud
Teunter*
- 24** **forecasting intelligence**
Forecasting Future Technology
Roy Pearson
- 29** **forecast process improvement**
Getting Your Forecasting and Planning Fundamentals Right
*Alec Finney and
Martin Joseph*
- sales and operations planning**
- 37** **How S&OP Changes Corporate Culture:**
Results from Interviews with Seven Companies
*John Mello
and Bob Stahl*
- 43** **Peter Kennedy: In Memoriam**
Antonio Garcia-Ferrer
- 45** **upcoming**

*Subscription/
Renewal Information
is on page 47*