

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*

A NOTE FROM THE EDITOR

- 03 The Fall 2007 Issue
LEN TASHMAN

FEATURE ARTICLE

- 05 Good and Bad Judgment in Forecasting:
Lessons from Four Companies
ROBERT FILDES AND PAUL GOODWIN

FORECASTING PRINCIPLES AND METHODS

- 11 A Guide to Delphi
GENE ROWE
- 17 Methods to Elicit Forecasts from Groups:
Delphi and Prediction Markets Compared
KESTEN GREEN, J. SCOTT ARMSTRONG, AND ANDREAS GRAEFE

COST OF FORECAST ERROR NEW PERSPECTIVES

- 22 Key Assumptions in Calculating the
Cost of Forecast Error
JOHN BOYLAN
- 25 Use of the Normal Distribution in
Calculating the Cost of Forecast Error
THOMAS WILLEMAIN
- 26 Supply Risk and Costing Challenges
MICHAEL SMITH
- 28 Lost Sales and Customer Service
SCOTT ROY
- 29 Reply to Cost of Forecast Error
Commentaries
PETER CATT

PHARMACEUTICAL FORECASTING

- 31 How to Project Patient Persistency
KA LOK LEE, PETER FADER, AND BRUCE HARDIE

THE WORLD OF FORECASTING

- 36 The Keys to the White House:
Forecast for 2008
ALLAN LICHTMAN

FORECAST MODEL BUILDING

- 41 Bayesian Forecasting Methods
for Short Time Series
ENRIQUE DE ALBA AND MANUEL MENDOZA

HOT NEW RESEARCH COLUMN

- 45 A Review of "Mirror, Mirror, Who's the Best
Forecaster of Them All?" by Michael F. Bryan
and Linsey Molloy of the Federal Reserve Bank
of Cleveland
BILL BASSIN
- 02 *Foresight* Editors and Advisory Boards
- 21 Forecastingprinciples.com
- 35 Upcoming in *Foresight* 2008
- 47 European Futurists Conference
- 47 SAS Grant Announcement
- 48 *Foresight* Subscriptions

