

FORESIGHT

THE INTERNATIONAL JOURNAL OF APPLIED FORECASTING



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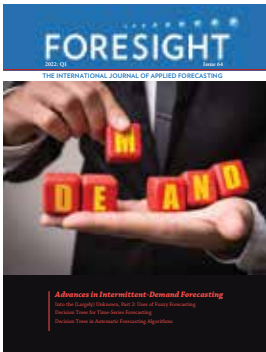
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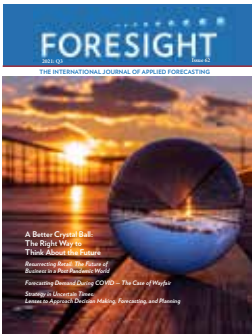
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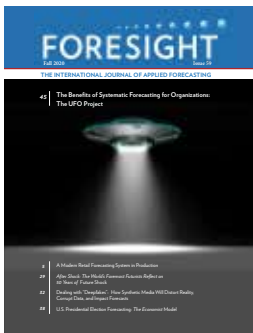
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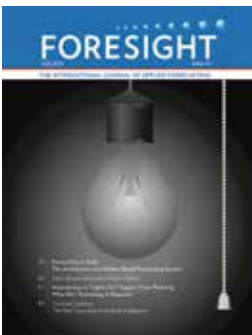
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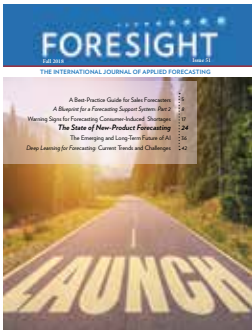
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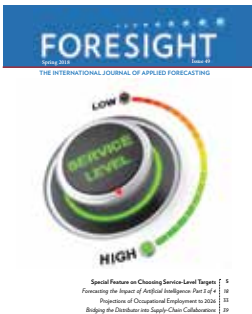
- How Big Data Could Challenge Planning Processes across the Supply Chain
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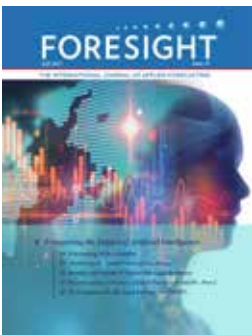
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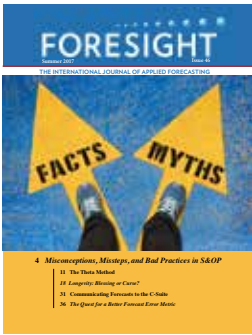
- Forecasting After a Fashion

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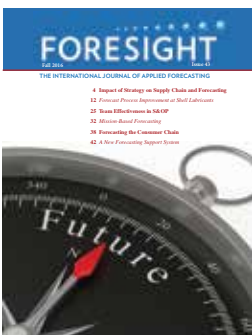
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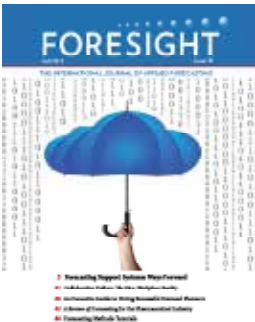
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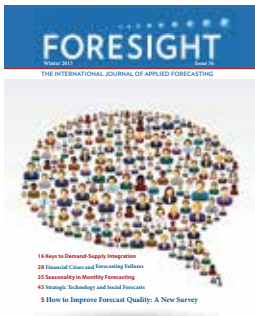
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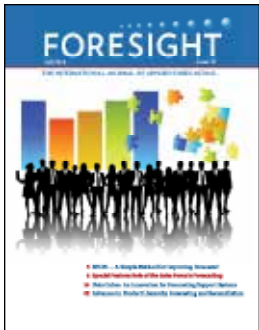
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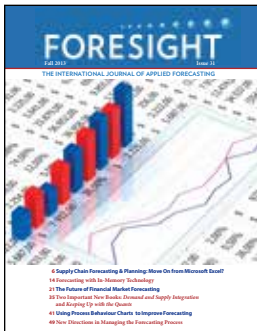
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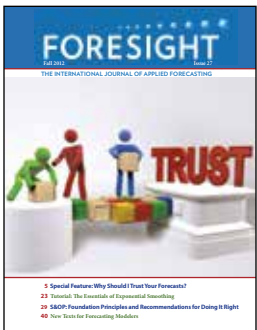
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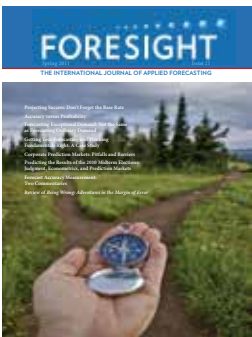
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- This Time Is Different: Eight Centuries of Financial Folly by Carmen M. Reinhart and Kenneth S. Rogoff

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- Classification for Forecasting and Inventory

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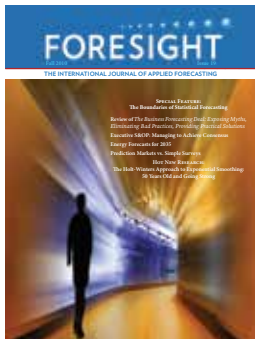
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- The Boundaries of Quantitative Forecasting Methods: Respecting the Limits of Determinism

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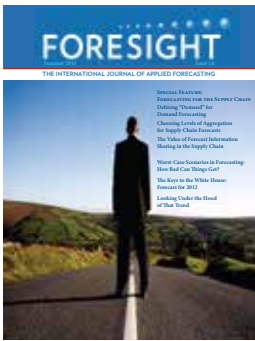
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- Corporate Culture and S&OP: Why Culture Counts by John Mello

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- Can Managers' Judgmental Forecasts be Made Scientifically?, Philip Franses
- Case Study: Forecasting the Productivity of Professional Services, Tonya Boone, Ram Ganeshan, and Robert Hicks

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- Using Excel to Forecast: A Review of Two Recent How-To Books, Rick Hesse

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- Free and Easy Access to Monthly Forecasts, Roy Pearson

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- Sales and Operations Planning: Simpler, Better and Needed More than Ever, Bob Stahl

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- How to Track Forecast Accuracy to Guide Forecast Process Improvement, Jim Hoover

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- Spare Parts Forecasting: Case Study at HP, Jerry Z. Shan, Julie Ward, Shelen Jain, Jose Beltram, Feridoun Amirjalayer, and Young-Wook Kim

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- Toward a More Precise Definition of Forecastability, John Boylan
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- John Mello and Joseph McConnell review *Sales and Operations Planning – Best Practices: Lessons Learned from Worldwide Companies* by John Dougherty and Christopher Gray

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- Predicting Recessions: A Regression (Probit) Model Approach by Peter Sephton

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- Percentage Error: What Denominator? Findings of a Survey Conducted by Kesten Green and Len Tashman
- Combined Forecasts of the 2008 Election: The Pollyvote by Andreas Graefe, J. Scott Armstrong, Alfred G. Cuzán, and Randall Jones, Jr.
- Forecasting Performance of Regression Models in the 2008 Presidential Election by Randall Jones, Jr. and Alfred G. Cuzán

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- Can We obtain Valid benchmarks from Published Surveys of Forecast Accuracy? Stephan Kolassa
- Measuring Improvement in Forecast Accuracy: A Case Study, Robert Rieg
- Commentary on Benchmarking, Teresa McCarthy, Donna Davis, Susan Golicic, and John Mentzer

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- Overcoming Challenges in Operational Forecasting, Ian Watson-Jones
- Commentaries on Overcoming Challenges in Operational Forecasting Projects, Patric Wader, Mark Moon

The World of Forecasting

- Regression Model Forecasts of the U.S. Presidential Election, Randall Jones and Alfred Cuzán

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- Forecast Pro Unlimited: An Off-the-Shelf Solution for Large-Volume Forecasting, Ulrich Küsters and Janko Thyson

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- Paul Fields reviews David Orrell's *The Future of Everything: The Science of Prediction*

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- Looking at Tomorrow Today – The What, Why, and How of *Futuring* for Forecasters, Roy Pearson

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- Lessons Learned – Reflections from 25 Years as a Forecasting Consultant, Antonio García-Ferrer

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- Life-Cycle Forecasting – The HP Approach to Forecasting Printer Demand, Jerry Shan, Matthew Reimann, and Fereydoon Safai

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- Simon Clarke, Coca-Cola Enterprises Inc.

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- Forecasting the U.S. Presidential Elections – A Brief Review, Randall Jones and Alfred Cuzán

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- A Quick Tour of Tourism Forecasting, Paul Goodwin

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- Should We Define Forecast Error as $e = F - A$ or $e = A - F$? Kesten Green and Len Tashman



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- Roy Batchelor reviews Thomas H. Davenport and Jeanne G. Harris's *Competing on Analytics: The New Science of Winning*

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- Predicting the Demand for New Products, Paul Goodwin

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- The Value of Information Sharing in the Retail Supply Chain: Two Case Studies, Tonya Boone and Ram Ganeshan

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- Innovations in Sales Forecasting for Large-Scale Retailers, Bruce Andrews, James Bennett, Lindsey Howe, Brooks Newkirk and Joseph Ogradowczyk

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- Prediction Markets – A Guide to Practical Adoption in the Pharmaceutical Industry, Carol Gebert
- Prediction Markets – Defining Events and Motivating Participation, Andreas Graefe
- A Primer on Prediction Markets, Joe Miles

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- Commentary, Kevin Weiner, Marketing Communications, Crystal Ball Global Business Unit
- Commentary, Randy Heffernan, Vice President, Palisade
- Commentary, Daniel Fylstra, President, Frontline Systems

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- “Been There, Done That”: Perils, Pitfalls and Promises of Long-Term Projections, Ira Sohn



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- A Guide to Delphi, Gene Rowe
- Methods to Elicit Forecasts from Groups: Delphi and Prediction Markets Compared, Kesten Green, J. Scott Armstrong and Andreas Graefe

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- Reply to Cost of Forecast Error Commentaries, Peter Catt

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- How to Project Patient Persistency, Ka Lok Lee, Peter Fader and Bruce Hardie

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- The Keys to the White House: Forecast for 2008, Allan Lichtman

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- Bayesian Forecasting Methods for Short Time Series, Enrique de Alba and Manuel Mendoza

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- Bill Bassin reviews *Mirror, Mirror, Who's the Best Forecaster of Them All?* by Michael F. Bryan and Linsey Molloy of the Federal Reserve Bank of Cleveland



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- S&OP, Forecasting, and the Knowledge-Creating Company, John Mello and Terry Esper

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- How to Get Good Forecasts from Bad Data, Ellen Bonnell

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- Forecasting Software: A Progress Report for the First Seven Years of the 21st Century, Jim Hoover

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- Carolyn Allmon reviews *Flowcasting the Retail Supply Chain* by André Martin, Mike Doherty and Jeff Harrop

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- Supermarket Forecasting – Check Out Three New Approaches, Paul Goodwin



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- Forecasting Short Seasonal Time Series Using Aggregate and Analogous Series, Michael Leonard
- Seasonality: Shrinkage Procedures For Small Samples, Dan Williams
- Constant vs. Changing Seasonality, Philip Hans Franses

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- Forecast Uncertainty and Monte Carlo Simulation, Sam Sugiyama

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- Steven Schnaars reviews *New Product Forecasting: An Applied Approach* by Kenneth Kahn

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- Advantages of the MAD/MEAN Ratio Over the MAPE, Stephan Kolassa and Wolfgang Schütz

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- Reply to Commentaries: How Practitioners Can Use Evidence-Based Findings, J. Scott Armstrong

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- Managing Functional Biases in Organizational Forecasts, Rogelio Oliva and Noel Watson

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- How to Predict a Movie's Success at the Box Office, Ramesh Sharda and Dursun Delen
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- Introduction, Ulrich Küsters
- The New SAP Forecasting and Replenishment Solution: Is It an Improvement over mySAP ERP?, Norman Götz and Carsten Köhler
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- Nano Forecasting: Forecasting Techniques for Short-Term Intervals, Jay Minnucci
- Forecasting Call Flow in a Direct Marketing Environment, Peter Varisco
- Forecasting Weekly Effects of Recurring Irregular Occurrences, Dan Rickwalder
- Commentary on Call Center Forecasting, Tim Montgomery

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- Managing the Introduction of a Structured Forecast Process: Transformation Lessons from Coca-Cola Enterprises, Inc., Simon Clarke
- Breaking Down Barriers to Forecast Process Improvement, Mark Moon

Special Feature: Forecast-Accuracy Metrics for Inventory Control and Intermittent Demand

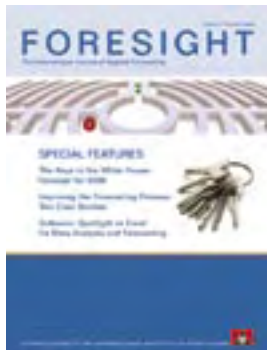
- Measuring Forecast Accuracy: Omissions in Today's Forecasting Engines and Demand-Planning Software, Jim Hoover
- Forecast-Accuracy Metrics for Intermittent Demands: Look at the Entire Distribution of Demand, Tom Willemain
- Accuracy and Accuracy-Implication Metrics for Intermittent Demand, John Boylan and Aris Syntetos
- Another Look at Forecast-Accuracy Metrics for Intermittent Demand, Rob J. Hyndman

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- Tips for Forecasting Semi-New Products, Bill Tonetti
- Lessons From Thomas Edison's Technological and Social Forecasts, Steven Schnaars

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- Anirvan Banerji reviews *Fooled by Randomness: The Hidden Role of Chance in Life and in the Markets* by Nassim Nicholas Taleb



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- Forecasting as a Business Process, Mario Sepulveda-Guzman, Michael E. Smith and George M. Mechling
- Commentary: Putting Forecast Accuracy Into Perspective, Kenneth B. Kahn

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- Increasing the Credibility of Your Forecasts: 7 Suggestions, Roy L. Pearson
- Credit Scoring: The State of the Art, Lyn C. Thomas

Software: Spotlight on Excel For Data Analysis and Forecasting

- On the Use and Abuse of Microsoft Excel, Paul J. Fields
- The Unreliability of Excel's Statistical Procedures, Bruce McCullough
- Incorrect Nonlinear Trend Curves in Excel, Rick Hesse

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- Roy Batchelor reviews *Dow 36,000: The New Strategy for Profiting from the Coming Rise in the Stock Market* by James Glassman and Kevin Hassett



Issue 2, October 2005

Special Feature: The Organizational Politics of Forecasting

- Six Steps to Overcome Bias, Elaine Deschamps
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- How to Assess the Effect of Organizational Politics on the Efficiency of the Forecasting Process, Michael Gilliland
- Commentary on the Organizational Politics of Forecasting, Donald Tynes

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- The War in Iraq: Should We Have Expected Better Forecasts?, Kesten Green and J. Scott Armstrong

Forecasting Processes – Lessons From Successful Companies

- Commentary on the Organizational Politics of Forecasting, Emmet Jones
- Managerial Judgment: Best as an Input to the Statistical Forecasting Process, Rob Dhuyvetter
- My Life as Soothsayer: 25 Years of Forecasting at British Telecom, C. Mason

Forecasting Principles and Methods

- To Include or Not to Include an Explanatory Variable: That is the Question, William Bassin
- A Primer on Forecasting with Neural Networks, Roy Batchelor

Books and Software

- Filling a Gap in the Demand Planning Spectrum: Jim Hoover reviews Demands Works Express 3.5
- Paul Goodwin reviews *Collaborative Planning, Forecasting and Replenishment: How to Create a Supply Chain Advantage* by Dirk Seifer



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- How to Integrate Management Judgment with Statistical Forecasts, Paul Goodwin
- Judgmental Adjustment: A Challenge for Providers and Users of Forecasts, Dilek Önköl and M. Sinan Gönöl
- Relative Merits of Different Ways of Combining Judgment With Statistical Forecasts, Nigel Harvey
- Commentary on the Judgmental Adjustment of Statistical Forecasts, Anthony Lee
- Commentary on the Integration of Sales and Product-Management Input with Statistical Forecasts, Lucy Kjolso

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- The Sales Forecasting Evolution at Brooks Sports, Thomas Ross

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- The Forecasting Canon: Nine Generalizations to Improve Forecast Accuracy, J. Scott Armstrong
- Intermittent and Lumpy Demand: A Forecasting Challenge, John Boylan
- Case Study: Integrating Consumer Demand to Improve Shipments Forecasts, Charles Chase

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- How to Evaluate the Forecasting Ability of Demand-Planning Software, Jim Hoover
- Nada Sanders reviews *Demand Management Best Practices* by Colleen Crum and George Palmatier

Recognition For Forecasting Accuracy: Politicalforecasting.com

- How We Computed the Pollyvote, Alfred Cuzán, J. Scott Armstrong, and Randall Jones, Jr.

Frequently Asked Questions on Forecasting

- What Forecasting Can Do For You, Kesten Green