

FORESIGHT

The International Journal of Applied Forecasting



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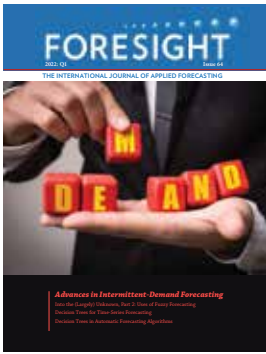
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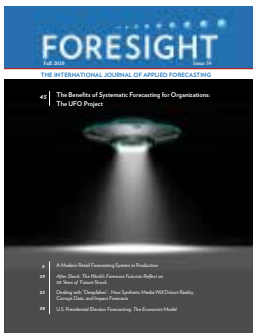
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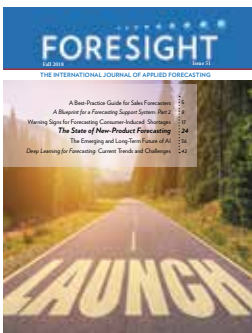
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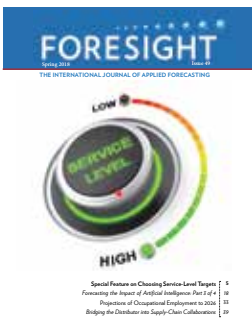
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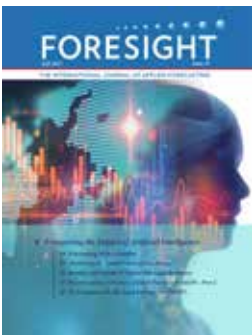
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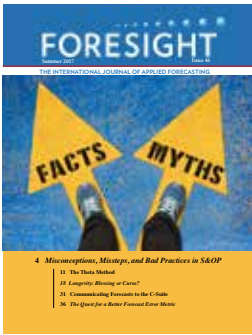
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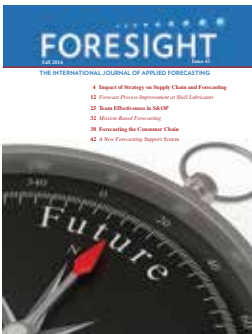
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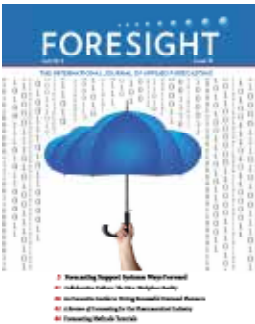
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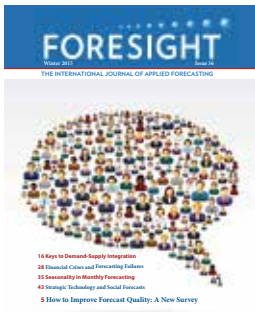
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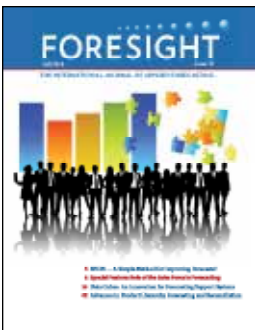
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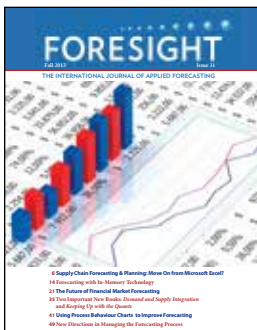
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- *Practical Time Series Forecasting: A Hands-On Guide, 2nd edition* By Galit Shmueli

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- Megatrends and Game Changers: The U.S. National Intelligence Council’s “*Global Trends 2030: Alternative Worlds*”



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- S&OP: Five Steps to Gaining Necessary and Appropriate Buy-In

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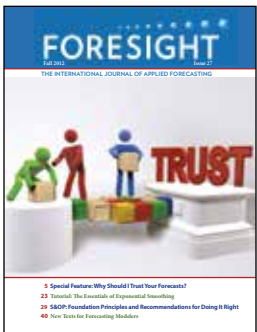
- GIS: The Missing Tool for Supply-Chain Design

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- Nate Silver's *The Signal and the Noise: Why So Many Predictions Fail – But Some Don't*



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- *Principles of Business Forecasting* by Keith Ord & Rober Fildes and *Forecasting: Principles and Practice* by Rob Hyndman & George Athanasopoulos



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- *The World in 2050: Four Forces Shaping Civilization's Northern Future* by Laurence C. Smith

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- Being Wrong: Adventures in the Margin of Error by Kathryn Schulz

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- Forecasting Exceptional Demand: Not the Same as Forecasting Ordinary Demand

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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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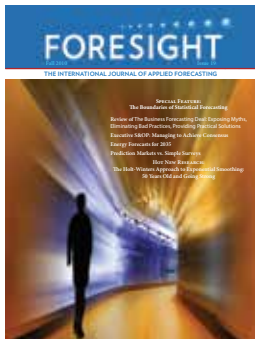
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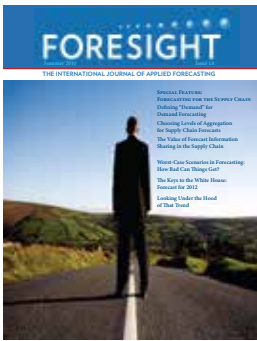
- Executive S&OP: Managing to Achieve Consensus

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- Are Prediction Markets More Accurate than Simple Surveys?

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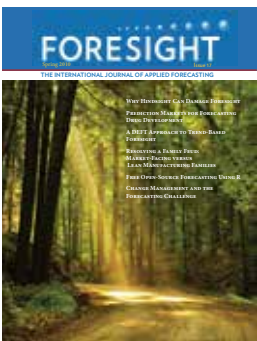
- Looking Under the Hood of That Trend

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- The Next Hundred Million: America in 2050 by Joel Kotkin

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- A Baker's Dozen Free Sources of Economic Forecasts by Roy Pearson

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- The Forecast Reliability Assurance Model (FRAM) by Joe Smith

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- Assessing Uncertainty in New-Product Forecasts by Nick Guthrie and Des Markland

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

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- *Animal Spirits* by George A. Akerlof and Robert J. Shiller, Roy Batchelor

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- Preview, Len Tashman
- The Alignment of People, Process, and Tools, Joe Smith

- "People, then Process, then Tools" But What if the People and Toolset are Frozen?, Ian Watson-Jones
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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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- Tonya Boone and Ray Ganeshan, College of William and Mary



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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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- Commentary: Are We Ready for a New Approach? Paul Goodwin and Robert Fildes
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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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- Sparklines: The Tom Thumb of Statistical Graphs, Tom Yokum

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- *Future Savvy* by Adam Gordon, David Orrell

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- How to Assess Forecastability, Stephan Kolassa

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- John Mellin 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 Seplton

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- New Evidence on the Value of Combining Forecasts by Paul Goodwin

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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. Cuzin, and Randall Jones, Jr.
- Forecasting Performance of Regression Models in the 2008 Presidential Election by Randall Jones, Jr. and Alfred G. Cuzin

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- Ruy Batchelor reviews *Sugar Crutchers* by Ian Ayres

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- Measuring Improvement in Forecast Accuracy: A Case Study, Robert Kieg
- Commentary on Benchmarking, Teresa McCarthy, Donna Davis, Susan Golobic, and John Mentzer

Special Feature: Forecast Process Improvement

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

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

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- **Forecast Pro Unlimited: An Off-the-Shelf Solution for Large-Volume Forecasting**, Ulrich Küsters and Janke Thyssen

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- **Overview of the Summer 2008 Issue**, Len Tashman

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

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- **The Next White House**
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- **Looking at Tomorrow Today – The What, Why, and How of Factoring for Forecasters**, Roy Pearson

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

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

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- **Simon Clarke**, Coca-Cola Enterprises Inc.

The World of Forecasting

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

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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 $e = A - F$?** Kersten 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 Ganesan

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

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- **Prediction Markets – Defining Events and Motivating Participation**, Andreas Graefe
- **A Primer on Prediction Markets**, Joe Miles

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- Monte Carlo Simulation/Risk Analysis on a Spreadsheet: Review of Three Software Packages, Sam Sugiyama
- 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 Solon



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

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- Use of the Normal Distribution in Calculating the Cost of Forecast Error, Thomas Willemain
- Supply Risk and Costing Challenges, Michael Smith
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- Reply to Cost of Forecast Error Commentaries, Peter Catt

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- How to Project Patient Persistence, 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 Mendruza

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



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- New in this Issue, Len Tashman

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- Assessing the Cost of Forecast Error – A Practical Example, Peter Catt

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- Carolyn Allmon reviews *Forecasting 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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- **Confessions of a Pragmatic Forecaster**, Chris Chatfield

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- **Minimum Sample Size Requirements For Seasonal Forecasting Models**, Rob Hyndman and Andrey Kozhenko
- **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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- **Recent Studies on Forecasting Know-How, Training and Information Sharing**, Paul Goodwin

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- **Forecast Uncertainty and Monte Carlo Simulation**, Sam Sugiyama

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

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

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- **A Retrospective on Forecasting Midterm Elections in the U.S. House of Representatives**, Randall Jones and Alfred Cuzán

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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
- Forecasting for Worldwide Supply Chain Processes with SAP's APO, Christoph Seeger



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- Nano Forecasting: Forecasting Techniques for Short-Term Intervals, Jay Minucci
- Forecasting Call Flow in a Direct Marketing Environment, Peter Varisco
- Forecasting Weekly Effects of Recurring Irregular Occurrences, Dan Rickwaller
- Commentary on Call Center Forecasting, Tim Montgomery

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- Breaking Down Barriers to Forecast Process Improvement, Mark Moun

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

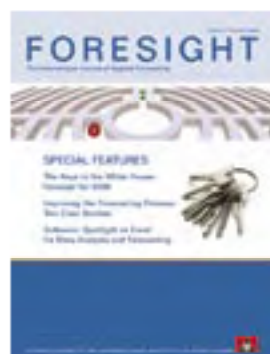
- Measuring Forecast Accuracy: Omissions in Today's Forecasting Engines and Demand-Planning Software, Jim Hoover
- Forecast-Accuracy Metrics for Intermittent Demands: Look at the Entire Distribution of Demand, Tim Willemsen
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- Tips for Forecasting Semi-New Products, Bill Timetti
- Lessons From Thomas Edison's Technological and Social Forecasts, Steven Schmezer

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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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- Index Methods for Forecasting: An Application to the American Presidential Elections, J. Scott Armstrong and Alfred Cuzán

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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. Peasura
- Credit Scoring: The State of the Art, Lyn C. Thomas

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- On the Use and Abuse of Microsoft Excel, Paul J. Fields
- The Unreliability of Excel's Statistical Procedures, Bruce McCullough
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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



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- 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

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

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- 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 Horver reviews *Demand Works Express 3.5*
- Paul Goodwin reviews *Collaborative Planning, Forecasting and Replenishment: How to Create a Supply Chain Advantage* by Dink 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 Özal and M. Simon Göral
- Relative Merits of Different Ways of Combining Judgment With Statistical Forecasts, Nigel Harvey
- Commentary on the Judgmental Adjustment of Statistical Forecasts, Anthony Lee
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- Intermittent and Lumpy Demand: A Forecasting Challenge, John Boylan
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- How to Evaluate the Forecasting Ability of Demand-Planning Software, Jim Horver
- 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