



Sales Forecasting Management: Understanding the Techniques, Systems and Management of the Sales Forecasting Process

John T. Mentzer, Carol Bienstock

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Incorporating 25 years of sales forecasting benchmarking research with more than 400 companies, **Sales Forecasting Management** integrates the theory and practice of sales forecasting management. The book combines coverage of the techniques and applications of sales forecasting analysis with a management focus to provide managers and users with a clear understanding of the forecasting needs of all business functions.

The book includes a free demonstration cassette of the authors' *Multicaster* software system, used by many companies to develop quantitative sales forecasts.

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