



# Sales Forecasting: A New Approach

*Thomas F. Wallace, Robert A. Stahl*

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This book represents a new – some may say radical – approach to forecasting. The authors explain how:

Forecasting less, not more, can yield higher customer service and lower inventories. Teamwork, good communications, and clear accountabilities are more important than complex statistical forecasting models. It's more beneficial to pursue process improvement than to focus narrowly on forecast accuracy.

This is an exciting, new, breakthrough approach to a traditionally difficult and frustrating task.

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