

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 New in This Issue

LEN TASHMAN

FEATURE PRESENTATION

05 Assessing the Cost of Forecast Error – A Practical Example

PETER CATT

FORECAST ACCURACY MEASUREMENT • TWO INNOVATIONS

11 An Expanded Prediction-Realization Diagram for Assessing Forecast Errors

ROY PEARSON

17 Use Scaled Errors Instead of Percentage Errors in Forecast Evaluations

LAUGE VALENTIN

FORECAST PROCESS IMPROVEMENT

Lessons from Successful Companies

23 S&OP, Forecasting, and the Knowledge-Creating Company

JOHN MELLO AND TERRY ESPER

FORECASTING PRINCIPLES AND METHODS

29 Decision-Directed Forecasting for Major Disruptions: The Impact of 9/11 on Las Vegas Gaming Revenues

STEPHEN CUSTER AND DON MILLER

36 How to Get Good Forecasts from Bad Data

ELLEN BONNELL

FORECASTING PERSPECTIVES

41 The Forecaster as Leader of the Forecasting Process

JAMES BORNEMAN

45 Forecasting Software: A Progress Report for the First Seven Years of the 21st Century

JIM HOOVER

BOOK REVIEW

49 *Flowcasting the Retail Supply Chain* by André Martin, Mike Doherty and Jeff Harrop

CAROLYN ALLMON

HOT NEW RESEARCH COLUMN

53 Supermarket Forecasting – Check Out Three New Approaches

PAUL GOODWIN

02 *Foresight* Editors and Advisory Boards

28 The 28th International Symposium on Forecasting

51 Upcoming in *Foresight* 2007

52 IIF Certification

56 Subscribe to *Foresight*

