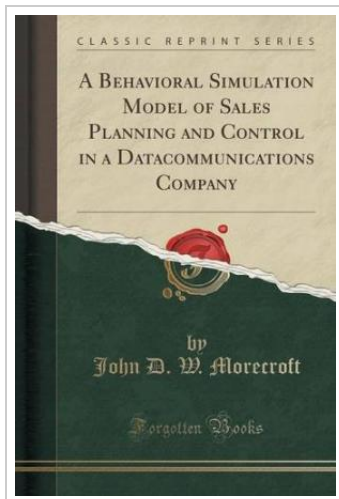




A Behavioral Simulation Model of Sales Planning and Control in a Datacommunications Company (Classic Reprint) (Paperback)

By John D W Morecroft

Forgotten Books, United States, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from A Behavioral Simulation Model of Sales Planning and Control in a Datacommunications Company The sales objective comes from a complex business planning procedure that consolidates information and judgement from market analysts, account executives, product managers, product schedulers and manufacturing planners. The business plan starts from an estimate of total industry volume for all classes of datacommunications equipment. From historical data and various business assumptions (new product introductions, price changes, competitor actions, expected delivery intervals) market analysts compute the company s expected share of industry sales. By applying the share to industry volume, the business plan generates the company s sales forecast by product line over a two year planning horizon. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition....



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