



New Product Forecasting: An Applied Approach

By Kenneth B. Kahn

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Concise and jargon free, this is a one-step primer on the tools and techniques of forecasting new product development. Equally useful for students and professionals, the book is generously illustrated, and features numerous current real-world industry cases and examples. Part I covers the basic foundations and processes of new product forecasting, and links forecasting to the broader processes of new product development and sales and operations planning. Part II includes detailed, step-by-step techniques of new product forecasting, from judgmental techniques to regression analysis. Each chapter in this section begins with the most basic techniques, then progresses to more advanced levels. Part III addresses managerial considerations of new product forecasting, including postlaunch issues such as cannibalization and supercession. The final chapter presents an important set of industry best practices and benchmarks.

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Editorial Review

Review

"This is an excellent presentation of forecasting, specifically as it applies to new product development. Ken Kahn clearly explains the linkage between forecasting techniques and the overall NPD process - a unique and important contribution. The conceptual overview in chapter 2 is a real standout, and the treatment of the individual forecasting techniques is clear and jargon-free. Great job!" - Anthony Di Benedetto, Temple University; Editor, Journal of Product Innovation Management "Ken Kahn's clear explanations of forecasting techniques can be easily understood and implemented by beginners. He also gives experienced managers the rationale for using one forecasting tool over another. The wisdom in New Product Forecasting crosses industries and geographic boundaries." - Mark Covas, Director of Forecasting Excellence, The Gillette Company"

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