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Kahn (marketing, U. of Tennessee) provides a "toolbox" of applied statistical techniques of new product forecasting, a process that is meant to determine reasonable estimates of sales attainable under given sets of conditions. He begins with discussion of process and structure issues of new product.

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 .

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