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# Forecasting

Dave Hunter, Acosta, Inc.

## ABSTRACT

In today's economy the ability to predict demand is more important than ever. Trends are changing, consumer buying habits are changing and the overall retail and manufacturer landscape is being re-shaped like never before seen. Companies focusing on demand forecasting and planning are separating themselves from the pack. In this session you will hear how forecasting is being applied to every day business processes to help shape a company's position within the market place and provide value to the organization.

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## CONTACT INFORMATION

Dave Hunter  
Acosta, Inc.  
dhhunter@acosta.com

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