

ZS Associates presents

FORECASTING IN THE PHARMACEUTICAL INDUSTRY

June 20 – 21, 2011
The Rittenhouse Hotel
Philadelphia, PA

The inherent uncertainty of the business environment complicates planning and coordination of essential business functions. Understanding fundamental market drivers and their influence in shaping product demand is integral to good business planning and full utilization of company resources.

ZS Associates has developed customized forecasting processes and tools to serve our clients in hundreds of forecasting engagements, and offers training sessions to provide our clients with the knowledge and tools to enhance their own forecasting capabilities.

About the program

Forecasting in the Pharmaceutical Industry is a 2-day training program designed for marketing professionals with responsibility for developing forecasts. It will provide participants with the processes and tools essential for a good forecast. This year's program will include a half day focused specifically on market research techniques for unbiased forecasting. Individuals who work in market research, strategic planning, and product management are the key stakeholders in a forecast development process and will benefit from a comprehensive understanding of the process and their role in making a successful forecast.

Led by Art Cook, PhD
Author of *Forecasting for the
Pharmaceutical Industry*

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Forecasting For The Pharmaceutical Industry Zs

Arthur G. Cook



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