

## **CUSTOMER SURVEYS AND MARKET FORECASTING**

### **Editorial**

This special issue of the Italian Journal of Applied Statistics is dedicated to advancements in the field of customer surveys and market forecasting. The special issue was designed to include papers to advance the current state of the art and promote the use of customer surveys and market forecasting techniques. In a sense, it is a follow up to an initiative started in 2005 in Turin under the auspices of Professor Roberto Corradetti and the Diego De Castro Foundation, followed by two volumes published as a special issue of *Quality Technology and Quantitative Management* in 2010 ([http://www.cc.nctu.edu.tw/~qtqm/qtqmpapers/2010V7N1/2010V7N1\\_Intro.pdf](http://www.cc.nctu.edu.tw/~qtqm/qtqmpapers/2010V7N1/2010V7N1_Intro.pdf)) and an edited book published by Wiley in 2012 ([www.wiley.com/go/modern\\_analysis](http://www.wiley.com/go/modern_analysis)).

In this special issue, we have eight papers that are based on presentations given at a conference coordinated by Professor Luigi Fabbris at the Catholic University in Milan on 14-15/3/2013 ([http://convegni.unicatt.it/meetings\\_4313.html](http://convegni.unicatt.it/meetings_4313.html)). The topics range from anchoring vignettes (O. Paccagnella), dynamic evolution of market preferences (A. Pollastri and F. Porro), Industry data bases (F. Bini et al.), customer surveys in banking services (R. Furlan and R. Corradetti), paired comparisons of survey statements (R. Furlan and G. Turner), measure of customer satisfaction by fuzzy set theory (F. De Battisti et al.), multiway satisfaction analysis (F. Cugnata) and probability based panels (A. Bianchi and S. Biffignandi).

The papers combine theoretical advances with practical applications. As guest editors, we encouraged the authors to emphasise the applied motivation in their work so that this special issue can be of value to researchers as well as practitioners. In doing our editorial work, we were assisted by skilled and committed reviewers and we thank them for their contribution. The reviewers of the special edition were: Alessandro Barbiero, Silvia Biffignandi, Giuseppe Boari, Giovanna Boccuzzo, Gabriele Cantaluppi, Antonio Chiesi, Marisa Civardi, Francesca De Battisti, Roberto Furlan, Giuseppe Giordano, Adele Milioli, Giovanna Nicolini, Laura Pagani, Fortunato Pesarin, Claudio Rossetti, Elena Siletti, Nicola Torelli, Diego Zappa.

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Co-editors of this issue