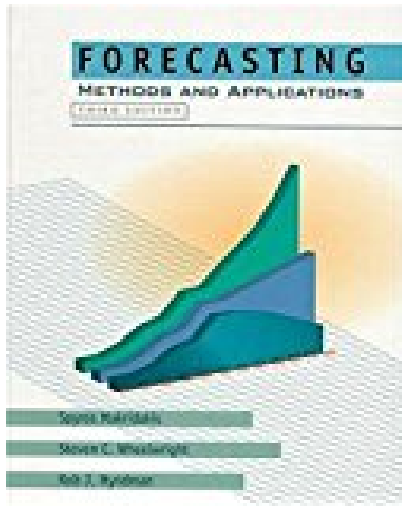


Forecasting Methods and Applications



BOOK DETAILS

- Author : Spyros G. Makridakis
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BOOK SYNOPSIS

Market_Desc: · Market Researchers· Financial Analysts· Business Planners· Business Economists· Operations Managers· Human Resources Administrators· Business Analysts of various kinds· Other Business Professionals Special Features: · A managerial, business orientation approach is used instead of a mathematical, research focus. Emphasis placed on the practical uses of forecasting.· All data sets used in this text will be available on the Internet.· Coverage now includes the latest techniques used by managers in business today. About The Book: Known from its last editions as the Bible of Forecasting , the third edition of this authoritative text has adopted a new approach-one that is as new as the latest trends in the field: Explaining the past is not adequate for predicting the future . In other words, accurate forecasting requires more than just the fitting of models to historical data. Inside, readers will find the latest techniques used by managers in business today, discover the importance of forecasting and learn how its accomplished. And readers will develop the necessary skills to meet the increased demand for thoughtful and realistic forecasts.

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