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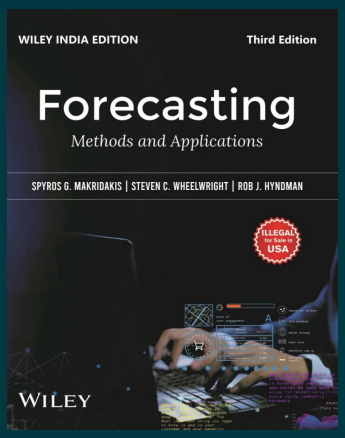

Forecasting: Methods and Applications, 3ed

By Spyros Makridakis, Steven C. Wheelwright, Rob J. Hyndman

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Description

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 it's accomplished. And readers will develop the necessary skills to meet the increased demand for thoughtful and realistic forecasts.

About the Author

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Dr Spyros G. Makridakis is an Emeritus Professor of Decision Sciences at INSEAD (European Institute of Business Administration) and one of the world's leading experts on statistical forecasting and risk management

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