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School of Economic Sciences and Business Articles

1996

"Forecasting: its role and value for planning and strategy"

Makridakis, Spyros

Elsevier

http://hdl.handle.net/11728/6388

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Title:	**"FORECASTING: ITS ROLE AND VALUE FOR PLANNING AND STRATEGY"**
Year:	1996
Author:	Makridakis, Spyros
Abstract:	First i would like to thank the commentators for their excellent and well thought comments on my paper. I believe that there is little disagrement between their views and mine. All commentators, with the possible exception of Mintzberg, agree with th e first part of my paper while Grinyer, Mintzberg, Rumelt and Schnaars have concerns about the second part and oyur ability to forecast the long term. My own belief about such an ability is not much different from theirs, as can be seen in the following quote from the paper.

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