

1974

Forecasting Methods for Managers

Makridakis, Spyros

Palgrave Macmillan Journals

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Title:	Forecasting Methods for Managers
Year:	1974
Author:	S. Makridakis, S. Wheelwright
Abstract:	<p>The forecasting techniques available have increased both in number and complexity, so now is the time for a book to help both OR workers and managers to choose the most appropriate technique. Spyros Makridakis and Steven Wheelwright attempt to fill this gap with their book, Forecasting Methods for Managers. It is principally aimed at managers, therefore you would expect a simple approach to the techniques. They introduce forecasting gently in the first two chapters by discussing the role of forecasting in a firm, stressing, quite rightly, that accuracy is not the sole criterion. They do not mention, however, that a graph can provide the manager with useful information.</p>