

Title:	STRATEGIC BUSINESS FORECASTING
Year:	1976
Author:	Makridakis, Spyros
Abstract:	First, it is practically oriented. It avoids theoretical, and mathematical discussions. It directly gets into how to use it, when to use it, what it is used for, and what resources are required of it. It includes many practical examples, applications, illustrations, guidelines, measures, checklists, rules of thumb, "tips", graphs, diagrams, and tables to aid your comprehension of the subject.