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Integrating Forecasting and Planning

Makridakis, Spyros

Elsevier

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Title:	INTEGRATING FORECASTING AND PLANNING
Year:	09/1973
Author:	Makridakis, Spyros ; Wheelwright, Steven
Abstract:	Specialization inhibits or prohibits interdisciplinary communication among diverse areas. It contributes to segmentation, which becomes a serious problem when several of those areas should depend upon knowledge which exists in other fields. Forecasting and Planning are two such areas, and it is the purpose of this article to show how planning can benefit by the proper utilization of existing knowledge in the field of forecasting. This paper is based on a chapter of a forthcoming book by the authors entitled Quantitative and Technological Methods of Forecasting and Systems of Planning.